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THE NATIONAL NEWSPAPER OF MARKETING

BBDO Loses Out . . .

Standard (Ind.) Seeks New Shop for Institutional

Bates, Campbell-Mithun, MacManus, John & Adams Vie for $600,000 Account

CHICAGO, Nov. 3—Standard Oil Co. (Indiana) is expected momentarily to appoint a new agency for its institutional advertising, succeeding Batten, Barton, Durstine & Osborn.

Reportedly under consideration for the account, which has been billing an estimated $600,000, are three agencies—Ted Bates & Co., Campbell-Mithun and MacManus, John & Adams. The company heard formal presentations from the agencies several weeks ago and the matter has been in the hands of top management since then.

BBDO, which has handled the account for many years, loses out because of a large-scale corporate reorganization by the oil giant, which becomes effective Jan. 1, 1961. Under the plan, which Standard announced last summer (AA, July 11), all product refining, transportation and marketing operations will be combined into a unified subsidiary company, to be known as American Oil Co. A sin-

(Continued on Page 115)

Merger Makes Caples Unit of Geyer Agency

Move Makes Geyer Operation Nationwide, Billing $35,000,000-Plus

NEW YORK, Nov. 3—Geyer, Morey, Madden & Ballard will acquire the Chicago-based Caples Co. Dec. 1, the move resulting in an agency billing "in excess of $35,000,000," with offices in seven cities.

The move unites two long-established agencies—Geyer, Morey will celebrate a half century of continuous operation next year, while Caples will mark its 40th anniversary. The consolidation will be the fifth for Geyer, which has flourished through more mergers than most—and has changed the name on its door at least half a dozen times.

This time, however, the name will remain the same and Caples will be operated as a division.

The acquisition will give Geyer, Morey four offices in the Midwest and on the Pacific Coast, thus creating the agency's first network of offices across the country. At present, Geyer has offices in New York, Detroit and Dayton. The addition of Caples will give it offices in Chicago, Los Angeles, Omaha and Portland, Ore. Caples' New York office will be moved to the Geyer headquarters in New

(Continued on Page 115)

Don't buy any organ until you try this one!
CONN ORGAN

FIRST—*Conn Organ Corp., Elkhart, Ind., will use The Saturday Evening Post for the first time with this color center spread in the Nov. 12 issue. B&w pages will follow in the Post as well as in Holiday, House Beautiful, National Geographic and Reader's Digest. Batten, Barton, Durstine & Osborn is the agency.*

AA Survey . . .

Ad Volume in 9 Media to Top $4 Billion in '60

7% Gain in National Volume Forecast for Print, Broadcast Media

NEW YORK, Nov. 3—National advertising in nine major media will be up this year, according to estimates made for ADVERTISING AGE by media organizations. It looked today as if the 1960 total will be $4,019,050,000, as compared with a 1959 total of $3,752,384,000.

Direct mail's national revenues are not included in the 1960 estimated figure, since the Direct Mail Advertising Assn. reported it had no way of breaking down an expected $2 billion volume this year into national and local.

■ Although the combined total of network and spot television was larger, magazines again led the list of individual media this year, with an anticipated national revenue of $875,000,000—a gain of $88,000,000 over last year.

Newspapers are looking forward to an $803,000,000 year—up more than $30,000,000 from their 1959 figure.

Business publications, which enjoyed a $510,600,000 year in '59, anticipated a gain to the $546,300,000 level.

■ Network television estimated it will move to the $690,000,000 level, from a total of $627,000,000 in 1959. Spot tv, which reported $605,603,000 last year, reports it will end 1960 with $650,000,000 in the till.

Network radio anticipates only the slightest of gains, from 1959's $35,633,000 to a figure of $35,750,000 this year. Spot radio, however, looks for a gain from last year's $188,143,000 to $195,000,000 this year.

The outdoor business expects a final figure of $120,000,000. In 1959, the total was $114,000,000.

Only Sunday supplements think there will be a decrease in their performance. Last year's total amounted to $111,500,000; the 1960 take is now expected to be $104,000,000. #

Ford Reveals Long-Range Test of Media Uses

Effort Involves Local Blackouts, Redistribution of Funds to Other Media

DEARBORN, MICH., Nov. 3—Ford division of Ford Motor Co. confirmed this week that it is currently involved in a long-range project, studying both media effectiveness and copy objectives.

George H. Brown, marketing research manager, said he could not give many details of the project, since much of the research de-

(Continued on Page 124)

Eastern Four A's Conference . . .

End Image Talk: Foley; It's Still 4A's Top Topic

'Nervous Chatter About Our Image' May Enlarge It, Says McCann's Foley

(For pictures and other news of the Four A's eastern conference, see Pages 3, 10 and 116.)

NEW YORK, Nov. 3—Advertising's image? The creative session of the American Assn. of Advertising Agencies' eastern conference began with film clips of interviews made by Ted Bates & Co. with housewives in Franklin Square, L. I.

- One young matron, asked if she approved of hucksters, replied, "I imagine there's room for everybody in the advertising business."
- Another woman found tv commercials "obnoxious and repetitious."
- A third thought the Blue Cheer commercial "ridiculous," the Dash ad "cute."
- Another woman, who couldn't identify the sponsor, said the commercial "with the repair man is very irritating."
- One housewife thought advertisers would not lie, "but they would elaborate on a product too much."
- Some commercials, said another woman, are "very boring, but I like the Piel's commercials . . . No, they don't sell me the beer, not particularly."

■ Paul Foley, exec vp of McCann-Erickson Advertising, a member of the creative panel, talked about the image problems of advertising. "We undoubtedly spawn and give currency to the very images and imagery we abhor at a rate faster than do most of our detractors," he said. "Why? Because we are natural born communicators, and we delight in three things: Talk, talk, talk."

Mr. Foley advised that the business "stop the nervous chattering about our image," warning that

(Continued on Page 10)

Study Shows Educated, Old People Least Well Disposed to Advertising

NEW YORK, Nov. 2—The tortured image of advertising held the center spot at the annual eastern conference of the American Assn. of Advertising Agencies.

At luncheon Norman Strouse, president of J. Walter Thompson Co., presented his views on how to change what Madison Ave. stands for (AA, Oct. 17).

Then, in closed session in the afternoon, the agency men got down to some specifics:

Rolland W. Taylor, president of Foote, Cone & Belding, explained why the Four A's hired Hill & Knowlton (reputedly at less than $40,000 a year) to work on advertising's image, and why they elected to bypass other suggested avenues. Mr. Taylor told the agency men that by last summer the Four A's had seen more than 25 proposals for advertising campaigns, some initiated by media, but had decided against any specific campaign, although agencies which wished to participate in efforts like the *Philadelphia News'* space offer are encouraged to do so.

■ The Four A's decided to encourage the Advertising Federation of America's proposal to turn Advertising Week into a 52-week program for interpreting advertis-

(Continued on Page 118)

Last Minute News Flashes

Pick Hotels Picks Buchen; Sets $500,000 Ad Budget

CHICAGO, Nov. 4—Pick Hotels Corp. has appointed Buchen Co. to handle advertising for the hotel chain. Pick has set a $500,000 ad budget for 1961. Metropolitan Advertising Agency is the former agency.

Trans-Canada 'Undecides' Agency Decision

MONTREAL, Nov. [illegible]—Trans-Canada Air Lines, which last week announced its intention to leave its $1,500,000 domestic advertising account at Cockfield, Brown & Co., said this week that no "official decision" has yet been made. Jack McGee, advertising director, admitted that he had "failed to draw a proper distinction between our decision based on the assessment study (of agencies) and a final decision by company management."

Dutch Bulb Growers Switch to Wexton

NEW YORK, Nov 4—Associated Bulb Growers of Holland has switched its advertising account from Chirurg & Cairns to the Wexton Co. It bills more than $10[illegible]000.

Grey Adds RCA Victor Records in Canada

MONTREAL, Nov. [illegible]—RCA Victor has named Grey Advertising Ltd. to handle its record division, beginning Jan. 1. Grey has the division in the U. S. All other RCA Victor products will continue with J. Walter Thompson Co.

(Additional News Flashes on Page 115)

It's Tougher to Launch Products, Seminar Is Told

Kastor, Hilton Session Hears Problems of Cost, Media, Outlets, Tests

NEW YORK, Nov. 3—It's going to be tougher than ever to launch a new product on television next year, and new product claims will receive careful scrutiny in four categories: Substantiation, accuracy, derogation and taste.

This was the word today from E. K. Hartenbower, chairman of the tv code review board of the National Assn. of Broadcasters. He was one of about 15 speakers at the seventh annual new products seminar sponsored by Kastor, Hilton, Chesley, Clifford & Atherton.

Among other topics covered at the seminar, attended by several hundred marketing and advertising executives, was controlling the costs of new product testing and how to prepare new products for the vital introduction to supermarket chains' buying committees.

■ Luncheon speaker James M. Gavin, president of Arthur D. Lit-

(Continued on Page 124)

Crane Seeks New Agency; Conflict Washes Out Ayer

CHICAGO, Nov. 1—Crane Co. this week started interviewing agencies in a search for a successor to N.W. Ayer & Son, which resigned the account, effective Dec. 31.

Ayer, which landed the Crane account just a year ago (AA, Nov. 9, '59), said it made the move because "Crane's accelerating expansion into air conditioning in a major way would have created a conflict with Carrier Corp., an Ayer client since 1945."

Crane already has been contacted by seven agencies and a team of six Crane advertising and marketing executives will begin hearing formal presentations this week, both in New York and Chicago, ADVERTISING AGE learned. The company expects to name a new agency in about two weeks.

▪ There was some conflict as to the size of the account. One source told AA that Crane will bill more than $1,500,000 this year. Another source estimated that the company would spend only $500,000 during 1960 on advertising.

When the Crane account moved last year from Buchen Co. to Ayer, it was listed as a $1,000,000 account. Two months after losing the account, Leon Morgan, president of Buchen, said that Crane's total space budget for 1959 was $551,951, and that his agency's total profit on the account amounted to $95 (AA, Jan. 18, '60).

When Ayer took on Crane a year ago, there was no conflict with Carrier Corp., large commercial air conditioner manufacturer. Last January, Crane purchased National-U.S. Radiator Corp., Johnstown, Pa., which had an air conditioning subsidiary (AA, Jan. 4).

Crane became seriously interested in the air conditioning field last summer when it bought General Air Conditioning Corp., Los Angeles. Since then, Crane has been active in marketing hydronic heating and cooling systems for homes.

▪ Crane has been involved in three major agency switches in the last two years. In addition to the shifts from Ayer and Buchen, the company moved its plumbing and heating account from Leo Burnett Co. to Buchen (AA, Dec. 1, '58). #

Farm Paper Group Reorganizes, Plans Chicago Quarters

CHICAGO, Nov. 2—State & Local Farm Papers, a group of 30 farm publications, is planning to reorganize and open a headquarters office here with fulltime manager.

Until now the group has been operated on a somewhat informal basis by a rotating committee currently headed by Ernest Porter, Home State Farm Publications, Cleveland (until recently Capper-Harman-Slocum).

James Edwards, president of *Prairie Farmer*, has been named to set up ground rules for a formal corporation. He said he expects the plan will be completed in about a month.

The five-year-old organization has been operating on a promotion and research budget of about $70,000 a year, with each publication contributing a pro-rata share of the cost. It is likely the group's advertising will be suspended until the reorganization is completed, Mr. Edwards said.

Aubrey, Finlay, Marley & Hodgson has been handling the account.

Starting today, these two typewriters will electrify your office (and at no extra cost)
SMITH-CORONA

NEW TYPES—*Smith-Corona will use color spreads like this in Business Week, Fortune, Newsweek, Time and U.S. News & World Report to introduce its latest electric typewriter models. Ads in b&w are also scheduled in banking, insurance and office management trade publications. Cunningham & Walsh is the agency.*

Pierce Named TV Programming Head of Guild, Bascom

SAN FRANCISCO, Nov. 2—Guild, Bascom & Bonfigli, which says it expects to bill $13,000,000 in spot and network tv for its clients in the 1960-'61 season, has revised its television operation, naming Sam Pierce to the new post of director of television programming.

Mr. Pierce, who formerly was a consultant to the agency on its television shows, will handle programming for all the agency's clients. All programs offered by packagers, syndicators and networks now must first go to Mr. Pierce, Walter Guild, president of the agency, said. GB&B's tv department will continue under the direction of Alexander Anderson, who is vp in charge of broadcast production.

Sam Pierce

▪ Mr. Pierce will be responsible for contractual negotiations and the settling of program and production details once a program has been selected. He will make his headquarters in GB&B's Hollywood office, commuting frequently to New York. #

GM Motorama Again Dazzles New Yorkers

Donner Tells Overseas Plans; Gordon Defends 'Dynamic Obsolescence'

NEW YORK, Nov. 3—General Motors wheeled its Motorama into New York again this week, presenting what it called "the greatest family show in town."

Back at the Waldorf-Astoria after a one-year hiatus, the show was as resplendent as ever—a colorful galaxy of all the consumer products made by GM.

A stage show put on six times daily again featured the eye-popping sight of half a dozen GM automobiles lifted on hoists and swinging out over the heads of spectators in the Waldorf's grand ballroom.

Admission is free, and long lines stretched around the hotel today.

Following past custom, GM scheduled a big slug of advertising in New York papers this week, promoting the Motorama and the various GM cars. The seven New York dailies carried a total of 27 pages of GM advertising today

(Continued on Page 115)

Nixon, Kennedy Disavow Ad Tax

NEW YORK, Nov. 2—Heading into the election next week, the advertising business could at least be sure of one thing: Both Presidential candidates have formally disavowed any tax on advertising.

As presented in a bulletin from the American Newspaper Publishers Assn. last week, the disavowals took the shape—in the case of Sen. John F. Kennedy—of a statement to ADVERTISING AGE on Aug. 25, and an answer at a press conference of Associated Business Publications Oct. 12; Vice-President Richard M. Nixon took care of his disavowal in a letter to James S. Copley, chairman of the Copley Press, La Jolla, Cal., an ANPA director.

Here are the texts:

Kennedy Text

Statement to ADVERTISING AGE, Aug. 25:

"Advertising is, of course, essential to our life. People need to know about products, places to vacation, insurance, business and real estate opportunities, and innumerable other things.

"Advertising is useful also, of course, for presenting the views of political parties or candidates. It is most effective when it does its job, for whatever client, in an honest way.

"I do not advocate a tax on advertising."

Questioned at an Associated Business Publications conference Oct. 12 about proposals to tax advertising, Sen. Kennedy said:

"I am not informed in detail of the proposed tax on advertising. Nobody ever discussed the matter with me and I have never proposed it. I would be opposed to it under present conditions unless somebody could give me a better argument than I have heard superficially."

Nixon Text

"In answer to your inquiry, I am glad to express my views again regarding advertising and proposals to tax it. I oppose a tax on advertising, because I believe this would be a step toward government control of the press.

"Our economy moves forward best when emphasis is given to the private sector rather than to bigger and bigger government. In this point of view, I of course, disagree with my opponent who would place more emphasis on centralized government. Advertising is an essential part of traditional, healthy American merchandising and therefore it will continue to be a major factor in the growth of the economy. To market our mass production we must have mass markets and in the development of these markets advertising plays a key role.

"As America moves forward in the '60s, we must encourage rather than discourage American private enterprise economy."

Humble Oil Moves Into Oklahoma

LAWTON, OKLA., Nov. 1—Humble Oil & Refining Co. has extended its marketing reach into the state of Oklahoma via acquisition of a single retail outlet here.

Humble, principal domestic marketing subsidiary of Standard Oil Co. (New Jersey), said that in addition to the Lawton outlet, three more Humble stations will be built and operate in Oklahoma by 1961.

Acquisition of the Oklahoma property brings to 40 the number of states in which Humble currently markets gasoline. The company made its initial entry into California and Nevada earlier this year. #

FCC Too Slow on Decisions, Sen. Magnuson Says

Tells Seattle Group He Plans to Propose Laws to Better Situation

SEATTLE, Nov. 1—The Federal Communications Commission came in for some pummelling tonight by Sen. Warren G. Magnuson (D., Wash.), chairman of the Senate interstate and foreign commerce committee, and a panel of broadcast officials brought together by the Seattle chapter of the National Academy of Television Arts & Sciences.

The panel session had been billed as taking up the question, "Is government control destroying the American broadcasting industry?" After two hours the discussion indicated mainly that it is causing a lot of irritation.

▪ To open up the session, Sen. Magnuson said: "I am very critical of the FCC. I don't think they face up to decisions quick enough." He went on to say that on the "whole problem of allocations, if the FCC had faced up to this long ago we would not have the problem we do today." He added that he thought now "we are going to have to get along with what we have; the pattern on allocations is pretty well set."

At another point Sen. Magnuson was critical of delay in opinion writing at the FCC, and said, "It takes eight months for an opinion to be written" after all the evidence is in. And some of the evidence that is admitted in a license application "would not be admitted in a police court."

▪ To panel members who expressed irritation at delays at

(Continued on Page 118)

Highlights of This Week's Issue

Philip Morris Inc. has appointed Ross R. Millhiser director of marketing, succeeding George Weissman, exec vp and a director, who has been named chairman and chief executive officer of Philip Morris Overseas. ....Page 4

E. B. Weiss, director of special merchandising service of Doyle Dane Bernbach, says gasoline advertising is naive and the industry's merchandising is pathetic ....Page 8

R. S. Avery, board chairman of Avery Adhesive Products, says within the next ten years today's supermarkets and department stores will, in effect, become mail order houses, due to a "buying habit revolution" ....Page 30

Barton A. Cummings, president of Compton Advertising, says it's possible to be in advertising and still be a gentleman ....Page 36

Manischewitz Wine Co. launches a heavy ad campaign in an attempt to broaden its market ....Page 40

Val L. Wylie, manager of advertising and sales promotion of McCulloch Corp.'s marine products division, says the division has dropped its $250,000 cooperative advertising program for Scott outboard motors because "co-op dollars were not being spent to do the job that needed to be done" ....Page 42

Pratt, Read & Co. launches an institutional campaign in music trade magazines to capitalize on its position as "America's oldest and largest manufacturer of piano and organ keyboards and actions." ....Page 48

American Foundrymen's Society establishes a set of policies governing industrial expositions designed to check "pyramiding costs of these events. ....Page 54

William A. Duvall, Post Office department's chief hearing examiner, rules that the Diners' Club Magazine qualifies for second class privileges. ....Page 68

Washington Post begins work on an "Audit of Home Purchases" which will provide a continuous series of reports on consumer selections of an array of items in the Washington metropolitan market. ....Page 73

Penton Publishing Co. publishes a new marketing work file for the metalworking industry. ....Page 78

Raymond F. Blosser, director of pr and advertising, Union Commerce Bank of Cleveland, says dailies and tv are preferred over radio as bank advertising media by large bank users of radio. ....Page 84

Thomas M. Cooney's Master's thesis advises ethical drug companies to continue to devote the major share of their promotional funds to detailing, with "progressively smaller shares" to direct mail and medical journal advertising. Page 92

Harry M. Nordberg, president of Pitney-Bowes, says the company "plans backward" to get advertising results. Page 95

Charles T. Lipscomb, president of the Bureau of Advertising, American Newspaper Publishers Assn., says druggists who do not step up their advertising and merchandising programs might be committing commercial suicide. ....Page 96

William E. Matthews, vp, Young & Rubicam, calls for an end to over-commercialization in radio and tv and to dependence on quantity ratings as the ultimate guide to broadcast buying. ....Page 104

Harry D'Almaine, manager of marketing plans of Merkle-Korff Gear Co., says media rates should be based not on their total circulation, but on the degree to which they reach the "buying influentials," the decision makers in the big companies that account for most of the buying power. ....Page 112

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Five Dailies Form Texas Group, Set Package Discounts

Advertisers Can Get Discounts Up to 20% Under Single-Bill Plan

DALLAS, Nov. 1—Five Texas newspapers, confirming an earlier report in ADVERTISING AGE (AA, Oct. 24), today announced formation of a regional package that offers advertisers discounts of up to 20% under a one-order, single-bill arrangement.

The newspaper plan—offered as the Texas Group—comprises the *Beaumont Enterprise & Journal, Fort Worth Star-Telegram, Houston Chronicle, Dallas Times-Herald* and *San Antonio Express* and *News*. Combined daily circulation is 874,260, or 966,000, when the *Corpus Christi Caller-Times*—an optional buy—is included.

Second Group Planned

DALLAS, Nov. 4—Newspapers in at least three of the Texas Group markets are contemplating a competing package, ADVERTISING AGE learned today. They are the *Dallas News, Houston Post* and *San Antonio Light*. Respective representatives of the three dailies—Cresmer & Woodward, Moloney, Regan & Schmitt, and Hearst Advertising Service—reportedly are "working closely together" on a joint selling plan, to be announced shortly.

■ As outlined in a joint announcement here today, the Texas Group will offer two separate rate structures, based on a group open rate of $2.50 daily—as against $2.61 if papers are bought individually—and $2.41 Sunday—as against $2.51 on an individual basis—which is available regardless of size or frequency of schedules. Use of the optional daily adds 33c to the open rate.

The two rate structures—bulk and/or frequency—work this way:

The frequency rate card offers discounts varying with the size of

(Continued on Page 54)

At Annual Symposium . . .

Popai Warned on 'Point of Waste,' Zoning Curbs

Bourassa Raises 'Waste' Question; Keck Reports Growing Sign Tabus

NEW YORK, Nov. 3—When does point of purchase become point of waste?

This question was posed today by Alfred E. Bourassa, director of advertising of Mr. Boston Distiller, Boston, at the 14th annual symposium of the Point-of-Purchase Advertising Institute.

Making no bones about the fact that he was speaking for "one of the few remaining independents," a family-owned business which, he said, represents only about 3% of the total U.S. liquor business, Mr. Bourassa said that some of the big companies spend more money per case than Mr. Boston makes in gross profit per case.

Mr. Boston's combined advertising and sales promotion budgets

(Continued on Page 12)

Runyon (front) Pappas (rear) Huntress Taylor

SO BIG—*John W. Runyon, president of the Dallas Times Herald, emphasizes a point in discussing the new Texas Group with fellow publisher Frank G. Huntress Jr. of the San Antonio Express and News; Alex Pappas, Ruthrauff & Ryan, Dallas, and J. B. Taylor, Taylor-Norsworthy, Dallas.*

California Campaign Clash . . .

Anti-Kennedy TV Cartoon Rhubarb: KPIX Rejects All 3; KRON-TV Uses 1

We Adapt Newspaper Cartoons: Whitaker; Might Mislead: Lasky

SAN FRANCISCO, Nov. 7—A last-minute GOP attempt to advance the campaign of Vice-President Nixon by lampooning his Democratic opponent, Sen. Kennedy, with a series of three one-minute cartoon tv spots this week brought charges of "a new low for Nixon-type campaigning."

KPIX-TV, the Westinghouse Broadcasting Co. outlet here, refused to accept any of the cartoon spots, prepared by Whitaker & Baxter and placed by Tom Ross Associates. KRON-TV, owned by the *Chronicle*, rejected two of the three.

The spots were financed by the Nixon-Lodge Committee of Northern California.

■ Clem Whitaker Jr., who now operates the Whitaker & Baxter pr organization, told ADVERTISING AGE that the "editorial cartoon type" spots, put together by San Francisco's Imagination Inc., cost approximately $5,000 to produce and involved "about $35,000 worth of tv time over 32 stations in the area.

"The cartoons revolve around the theme of a home town candidates' screening meeting," Mr. Whitaker explained, "and we felt that they had considerably more interest and attention-getting impact than the conventional tv spot. Every other television station in Northern California, with the exception of KRON and KPIX, must agree with us, because they accepted and are now running them."

The three political cartoons had been scheduled to run at various free times during the Oct. 23-Nov. 7 period.

■ In explaining the KPIX refusal to carry any of the spots, thus losing some $5,000-$6,000 in revenue, Philip G. Lasky, Westinghouse executive director for the West Coast, told the FCC, as well as Whitaker & Baxter, that "it was concluded the cartoons were not acceptable for broadcast on KPIX.

"One of the cartoons," Mr. Lasky asserted, "by caricature, holds up to derision one of the candidates for President of the two major parties. The other two purport to quote points of view—of a somewhat discredited social group, in one case, and of the head of a communist government in the other—again by caricature.

"These two," Mr. Lasky continued, "are not reasoned expositions of a point of view, and thus subject to logical analysis by the viewer. Nor are they obviously political opinions of a political speaker, with their validity and

(Continued on Page 123)

Dayton Rogers Mfg. Asks Publishers for 15% Agency Discount

MINNEAPOLIS, Nov. 2—An industrial manufacturer, dissatisfied with agency service, is currently surveying trade publications about the possibility of placing its advertising direct and getting back the usual agency commission.

D. A. Rogers, president of Dayton Rogers Mfg. Co., which produces metal stampings and other products, said he has thus far received 13 replies to his letter asking publishers for their opinion, and said four of them indicated they would rebate the commission to the company. This is in addition to three others who previously agreed to the arrangement.

Mr. Rogers' letter, sent with a cover letter from Carl R. Sproat, sales manager, noted that the company talked to two agencies recently "and regret to inform you that they have been of little or no use to us in introducing anything that is very creative, according to our judgment.

■ "I'm frank to admit that it does seem most unnecessary to have to work through any one or two of these agencies," the letter continues. "We are well aware of the fact that at the top of our expense is a 15% commission. I think if this

(Continued on Page 118)

Dartnell Readies Directory

Dartnell Corp., Chicago, is compiling its sixth edition of "Directory of Speakers for Sales Meetings." Speakers desiring to be listed can send information to Charles F. Johnson, editor, "Sales Executives Service," 4660 Ravenswood Ave., Chicago.

Parker Pen Talks With 3 Agencies; Will Meet 2 More

JANESVILLE, WIS., Nov. 3—Parker Pen Co. has interviewed three of five agencies that it is considering for its $3,000,000 pen account and plans to talk to the other two agencies within the next week.

■ Joseph W. Biety, Parker director of advertising, told ADVERTISING AGE that following the preliminary talks, some of the agencies will be asked to make more formal presentations. He said that more than 50 agencies have contacted Parker since the parting with Tatham-Laird two weeks ago (AA, Oct. 24) but added that only the five agencies, handpicked by the company, were being considered.

Although Mr. Biety declined to name any of the agencies under consideration, four of the select five reportedly were Leo Burnett Co., Compton Advertising (which already handles Parker's Eversharp pencil division), J. Walter Thompson Co., and Earle Ludgin & Co.

■ Talks with the agencies have been conducted by D. S. Parker and George F. Parker, president and exec vp, respectively, of the company. #

Westinghouse Picks Ketchum to Succeed F&S&R

PITTSBURGH, Nov. 2—Westinghouse Electric Corp. has named Ketchum, MacLeod & Grove to handle the $4,000,000 account involving 15 divisions to be given up by Fuller & Smith & Ross next Feb. 1.

■ The "reluctant but amicable" ending of the 43-year relationship between Westinghouse and F&S&R was announced after 60 days of negotiation (AA, Oct. 31), but the estimated billing of $1,000,000 apparently was lower than the company's own figure, announced today by Roger H. Bolin, director of advertising.

Ketchum, which had gained four other Westinghouse divisions from F&S&R in October, 1959, now adds nine apparatus divisions, the atomic power products group and five of the company's general products divisions.

As a result, Ketchum will be responsible for the advertising of all Westinghouse industrial and defense products, Westinghouse Broadcasting Co. and corporate print advertising.

■ Westinghouse has concentrated its consumer products at two other agencies, McCann-Erickson and Grey Advertising Agency, with billings of about $35,000,000.

George Ketchum, president, said his agency currently bills close to $34,000,000.

"We have done a lot of other jobs for Westinghouse over the past 20 years," he said. Ketchum has handled a number of "special events" projects for the company, such as the political packages on radio and tv in 1952, 1956 and this year. Part of the current political package, bridging the national conventions and the Presidential election, have been weekly interviews, which will end this week. The political package falls under the corporate account.

As for the consumer accounts, the agency has made no passes at them, Mr. Ketchum said—"though perhaps I should not say that. I have no reason to let any other agency rest quiet!" #

TV Commercials in Rut, Tennant Warns Four A's

Best TV Ads Welcomed, Not Seen as Necessary Evil, Says Burnett Exec

NEW YORK, Nov. 3—A top agency executive advised other agency men here today that they'd better start talking to consumers as adults.

Don Tennant, vp in charge of the tv commercial department of Leo Burnett Co., told the tv commercial production workshop, "Too often we're more concerned with getting client approval than we are with getting public approval. I believe there are new worlds to conquer in television commercials," he added. "But there's an old one we'd better conquer first: That is, to get the viewer to accept the commercial, not as a necessary evil, but as a welcome piece of product information and salesmanship."

Eastern 4A's Meeting

There are commercials which are welcomed by consumers, Mr.

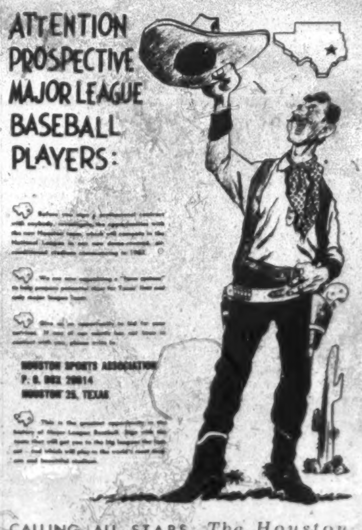
(Continued on Page 116)

Houston Baseball Team to Run Ad Seeking Players

HOUSTON, Nov. 2—The Houston Sports Assn. will begin advertising next week in an effort to attract prospective major league baseball players for the new Houston major league team, which begins competition in the National League in 1962.

A page ad is scheduled for Nov. 9 in the *Sporting News*. George Kirksey, executive secretary of the Houston Sports Assn., said that no other advertising is scheduled now, but indicated that more ads will be run, depending upon results. This is believed to be the first time that a major league baseball team has run a page ad seeking players.

Mr. Kirksey said that it was tentatively planned to mail proofs of the *Sporting News* ad to high school and college baseball coaches throughout the U.S. The ad was placed directly by the association.


ATTENTION PROSPECTIVE MAJOR LEAGUE BASEBALL PLAYERS:
HOUSTON SPORTS ASSOCIATION
HOUSTON 25, TEXAS

CALLING ALL STARS—*The Houston Sports Assn. will run this page ad seeking prospective major league baseball players for the new Houston National League team in the Nov. 9 issue of Sporting News.*

Millhiser Named Marketing Head of Philip Morris

Ross R. Millhiser

George Weissman

NEW YORK, Nov. 1—Ross R. Millhiser has been named director of marketing of Philip Morris Inc., succeeding George Weissman, exec vp and a director, who has been named chairman and chief executive officer of Philip Morris Overseas.

Mr. Millhiser, a vp, was formerly assistant chief of operations and assistant director of marketing. He will report directly to Joseph R. Cullman III, president of Philip Morris.

■ Mr. Weissman will continue to serve in his positions with the parent company, in addition to remaining a director of its subsidiaries, Milprint Inc. and A.S.R. Products Corp.

Mr. Cullman, announcing the promotions, said that Mr. Weissman's appointment pointed up "the growing importance of the company's international operations." Philip Morris Overseas currently exports cigarets to more than 96 territories throughout the world, in addition to having operating affiliates in four countries and licensing agreements in another four.

George Dawson, vp of the parent company and president and chief operating officer of Philip Morris Overseas, will continue in these positions.

Additional executive promotions at the parent company, effective Nov. 15, are: John E. Cookman, vp, diversification, has been named treasurer. He succeeds Hugh Cullman, who has been named vp and assistant chief of operations. Clifford H. Goldsmith, formerly assistant to the vp, subsidiaries, has been named to head subsidiary relations, a new title. #

Esquire Radio Gets Officers

Esquire Inc., New York, has appointed officers of Esquire Broadcasting Co. of Atlanta, a subsidiary formed to operate WQXI, Atlanta, Ga., a recently acquired radio station. Officers of Esquire Broadcasting are John Smart, also president of Esquire Inc., chairman of the board; Abe L. Blinder, exec vp of the parent company, president; and Barry Sherman, managing director of the radio-tv division of Esquire Inc., exec vp. The publishing company expects to add more broadcasting properties in the future.

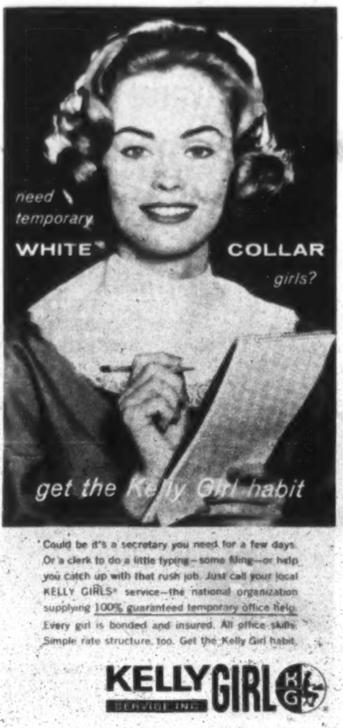
Kelly Girl Expands Ad Program for Secretary Service

DETROIT, Nov. 1—Kelly Girl Service Inc., in the business of providing temporary secretarial aid, is about to start an even more extensive advertising campaign than it has had in the past.

The Kelly organization will spend in the neighborhood of $500,000 in the next year on magazine advertising, a direct mail program, a country-wide classified advertising effort and a merchandising plan with various local impacts.

■ These are all designed to support and reinforce direct sales activities of Kelly's 128 offices from coast to coast. The Kelly Girl Service provides all types of office help, typing, calculating, bookkeeping machine operation, receptionists, filing, switchboard operation, keypunch operation, stenographic help and convention service. It is one of several companies supplying the same general type of aid, which in total employ some 300,000 persons each year and expend some $70,000,000 in salaries either on a parttime or fulltime basis.

■ Employes of Kelly Girl Service are paid hourly rates, based on the local labor market, and all billing is done through the national headquarters in Detroit. All advertising also is handled from Detroit. Ross Roy-BSF&D is the agency. #



Could be it's a secretary you need for a few days. Or a clerk to do a little typing—some filing—or help you catch up with that rush job. Just call your local KELLY GIRLS* service—the national organization supplying 100% guaranteed temporary office help. Every girl is bonded and insured. All office skills. Simple rate structure, too. Get the Kelly Girl habit.

KELLY GIRL SERVICE INC.

EXTRA HELP—*This two-column, 10" ad for Kelly Girl is slated for Office Executive in November, Fortune in December and Time in February.*

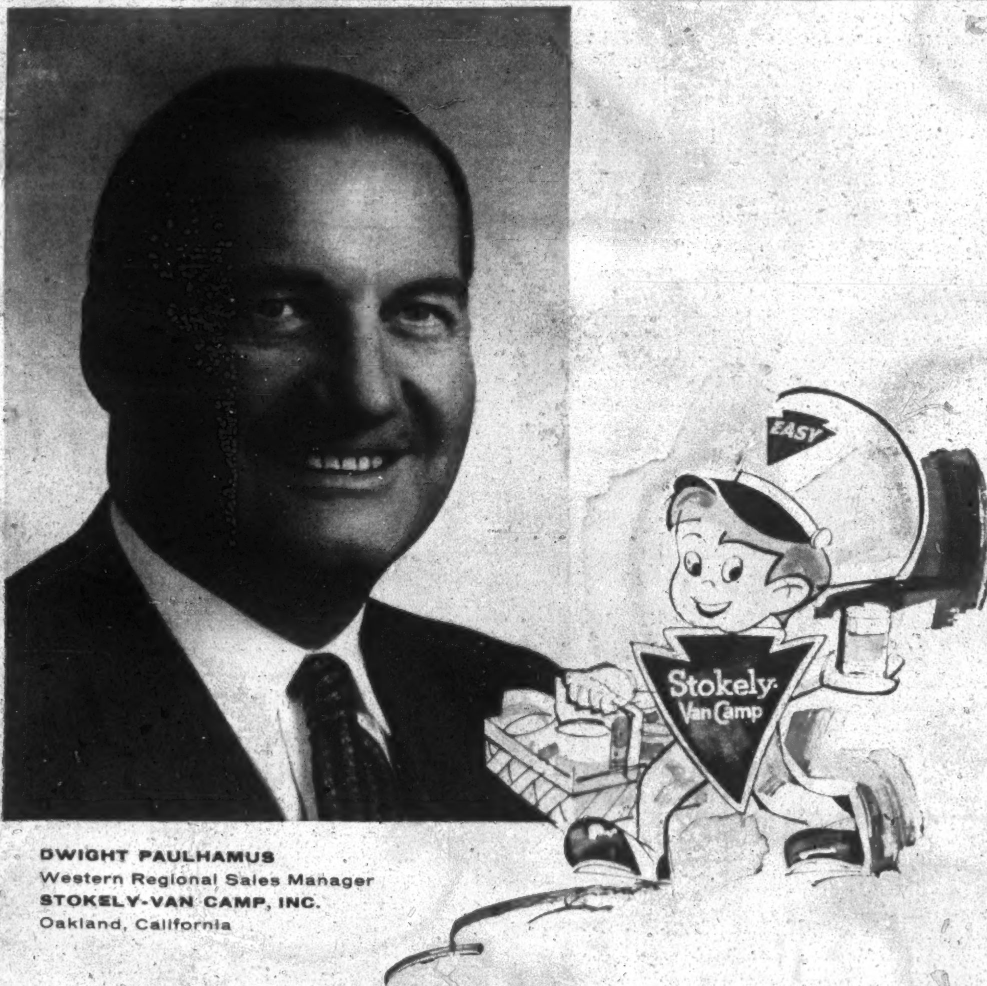
FCC Okays United Sale and Purchase of Radio Stations

The Federal Communications Commission has authorized United Broadcasting Co. to sell radio stations in Newport News, Va., and Hagerstown, Md., and to buy stations in South Miami, Fla., and New York City. The commission's action, with commissioners Robert Barley and John Cross dissenting, lets United sell WTID, Newport News, and WARK, Hagerstown, for a total of $397,000. United is buying WFAB, South Miami, for $50,000 and WBNX, New York, for $740,000.

WTID is being purchased by Max Reznick, a Washington area radio and tv personality. WARK's new owner is WARK Inc., headed by Henry Rau, who owns WOL, Washington, WNAV, Annapolis, and WDOV, Dover, Del. United cannot complete purchase of the South Miami and New York stations until it completes the sale of the Newport News and Hagerstown stations. United, controlled by Richard Eaton, also operates WMUR-TV, Manchester, N. H.; WJMO, Cleveland Heights, O.; WINX, Rockville, Md.; WOOK and WFAM-FM, Washington; WCUY-FM Cleveland; WSID, Baltimore; and WANT, Richmond.

Cole & Weber Names Two

Cole & Weber, Seattle, has appointed Kenneth A. Helms an account executive specializing in servicing insurance advertising and Chris Kowitz a copywriter. Mr. Helms was formerly assistant national advertising manager of General Insurance Co. of America, a Cole & Weber client. Mr. Kowitz was formerly a sports writer of the *Portland Oregonian*.



DWIGHT PAULHAMUS
Western Regional Sales Manager
STOKELY-VAN CAMP, INC.
Oakland, California

A Native "Puget Sounder" Discusses Tacoma. While discussing Western markets, Mr. Paulhamus made the following comment regarding the Pacific Northwest: "As a native of the Puget Sound area I have always recognized the powerful influence of The TACOMA NEWS TRIBUNE in Washington State's second market. We've found by experience we cannot cover this market without the concentrated circulation of this newspaper. That's why we always include the News Tribune when we advertise in the Pacific Northwest, one of our more important market areas."

SEATTLE
TACOMA

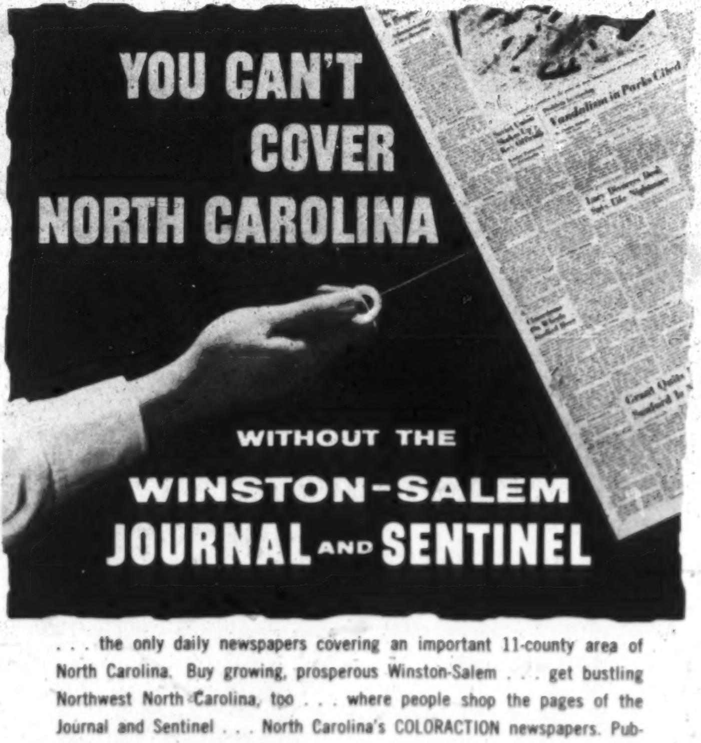
Think Twice About Tacoma

The Tacoma market is Washington State's 2nd market; the News Tribune is the No. 2 evening newspaper in circulation and advertising linage.

The Tacoma News Tribune delivers more than 84,000 daily circulation in the Tacoma market . . . more than 7 times the combined circulations of the Seattle dailies in this market.

TACOMA NEWS TRIBUNE

Represented by **SAWYER-FERGUSON-WALKER COMPANY, Inc.**
New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco



. . . the only daily newspapers covering an important 11-county area of North Carolina. Buy growing, prosperous Winston-Salem . . . get bustling Northwest North Carolina, too . . . where people shop the pages of the Journal and Sentinel . . . North Carolina's COLORACTION newspapers. Published morning, evening and Sunday. Combined daily circulation 108,617. National Rep., Kelly-Smith Co.

The most powerful selling force in print

This Week
MAGAZINE

CIRCULATION MORE THAN
13,000,000

Admen Not Misled by McGraw-Hill's Flyer, FTC Told

FTC Lawyer Replies with Assertion Admen Aren't Necessarily Sophisticated

WASHINGTON, Nov. 1—The Federal Trade Commission was confronted today with a heretofore unresolved question: What kind of standard to use in judging promotional material which publishers send to admen.

The issue was raised in a case involving materials which were used by McGraw-Hill Publishing Co., and McGraw-Hill International on two occasions. A complaint issued Dec. 23, 1957, said they could be deceptive.

Earlier this year, FTC Hearing Examiner John B. Poindexter issued an initial decision ruling that the case should be dropped (AA, April 25). Mr. Poindexter said he found nothing in the materials which would be likely to deceive "the limited, sophisticated and experienced" audience to which they were directed.

In an appeal to the commission today, FTC attorney Charles S. Cox struggled to breathe fresh life into the case. He tried to convince the commission that all the admen who saw the McGraw-Hill materials weren't necessarily as sophisticated as Mr. Poindexter assumed.

■ One of the promotion materials questioned by FTC was a flyer for a survey used by McGraw-Hill International in behalf of *The American Automobile*. The FTC complaint says some of the promotional material for this survey might imply the survey was sponsored by New York University, whereas it was conducted by McGraw-Hill International, in collaboration with NYU Prof. Hilliard Krieghbaum in his personal capacity.

The other promotion item involved in the case was a 1955 pie chart favorably comparing readership coverage of McGraw-Hill's *Electrical Merchandising* with that of a competing magazine. FTC contends the pie chart might have been taken as a current survey, whereas it was based on material three years old.

Under questioning by FTC Chairman Earl Kintner, Mr. Cox conceded that materials used by specialists need not be judged by the same standard that the commission uses in passing on advertising addressed to the general public. He argued, however, that many admen who received the material were not part of "a sophisticated group."

■ Orison S. Marden, attorney for McGraw-Hill, said that even the members of the general public could interpret the material McGraw-Hill distributed without fear of being deceived.

The commission's case rested largely on the use of a flyer with the headline, "NYU completes major survey of auto export advertising." Mr. Marden pointed out that the flyer was only part of a parcel of materials which were distributed as part of the promotion. "No one could be deceived," he said, "who received the total material these people had."

During the argument, Commissioner William Kern noted that the controversial headline was accompanied by the equally prominent statement that the job has just been completed by Prof. Krieghbaum. He suggested this might be sufficient qualification so that the headline would not be misinterpreted. Chairman Kintner noted that the report carried Prof. Krieghbaum's by-line heavily boxed. He wondered whether this could not be regarded as a clear disclosure that this was the professor's work, not the university's.

■ Opposing lawyers differed on the importance of emphasizing NYU in the headline. Mr. Cox contended a report carrying NYU's signature would get better readership than one written solely by an individual professor.

Mr. Marden saw it the other way. He said the record shows that space buyers are more impressed by a report under a respected name, than they would be by a report by a university. "Such a report might be the work of students," he noted.

In his earlier ruling, Mr. Poindexter said, "Any person reading the memorandum would immediately see that the survey was conducted by Prof. Krieghbaum, and especially advertising agencies and departments."

■ With respect to the pie chart, he noted that it was reported as based on a Crossley survey. "Any agency or prospective buyer who did not actually remember the year when the Crossley survey was completed and publicly distributed," he wrote, "could and would examine the survey and ascertain the date."

Mr. Cox said today the pie chart was deceptive because rate information was identified from 1954 Standard Rate & Data sources, while the Crossley readership information was undated. He said the result was to indicate the Crossley information was more recent than it was.

While he contended that admen would not be deceived by the materials as they were used, Mr. Marden said that in retrospect it might have been better if the headline had not emphasized NYU, and a clear disclosure had been included in the pie chart to show that it was based on a 1952 Crossley survey.

■ He said this is the first time in the entire history of McGraw-Hill, "with all the thousands of promotional materials it has produced," that its material has been questioned by FTC. "It's wrong," he said, "to subject a company with so many years' experience to charges on such points."

To illustrate how "this can happen to anyone," he said FTC's press release in the McGraw-Hill case might be regarded as "deceptive." He noted that the release used the phrase "for example," in reporting two instances of allegedly deceptive promotion materials.

"There's an implication that these two instances are part of a pattern," Mr. Marden exclaimed, "whereas they are not part of an alleged pattern at all. They are the only two instances the FTC has mentioned." #

Allen Wrisley Moves Account From Peitscher, Janda to Shaw

Allen B. Wrisley Co., Chicago, manufacturer of soaps and toiletries and a subsidiary of Purex Corp., has named John W. Shaw Advertising, Chicago, to handle its advertising, effective Jan. 3, 1961. Peitscher, Janda Associates has handled the Wrisley account since the agency was founded last year (AA, Dec. 7, '59). Before that Wrisley had been with Fulton, Morrissey Co. since 1953.

Wrisley plans to spend more than $500,000 for advertising in 1961 in an effort to step up sales and distribution of its products. Robert N. Harris, vp and marketing director, said the agency change was in line with the reorganization of the sales and ad departments which he directs.

Macfadden Enters Pocket Field

Macfadden Publications has entered the pocketbook field with a line of Sport Library titles. The company said it did not plan to accept advertising in the line.

there's
no
power
like

NEWS*power*

to get along with the girls!

Want your way with women? Use the BUFFALO EVENING NEWS! Reputedly, housewives control 80% of family expenditures. NEWSpower reaches 81% of the Buffalo suburban housewives and 75% of those living in the city zone. Compare this to the morning paper's 38% average in the same areas and you can see that your chances of getting to the buying power are almost 100% better with NEWSpower.

Employed housewives show an even greater dependence on the NEWS for shopping information and merchandise offers . . . better than 2 to 1 with 86% preferring the NEWS to 42% reading the morning paper.

Many more eye-opening facts on how to get along with the girls are available to you in our new brochure, based on the findings of a recent comprehensive study of the important Buffalo market conducted by the Carl J. Nelson Research organization.

NEWSpower
BUFFALO EVENING NEWS

We'll be happy to send you a copy. Write us or the Kelly-Smith office in your area.

BUFFALO EVENING NEWS

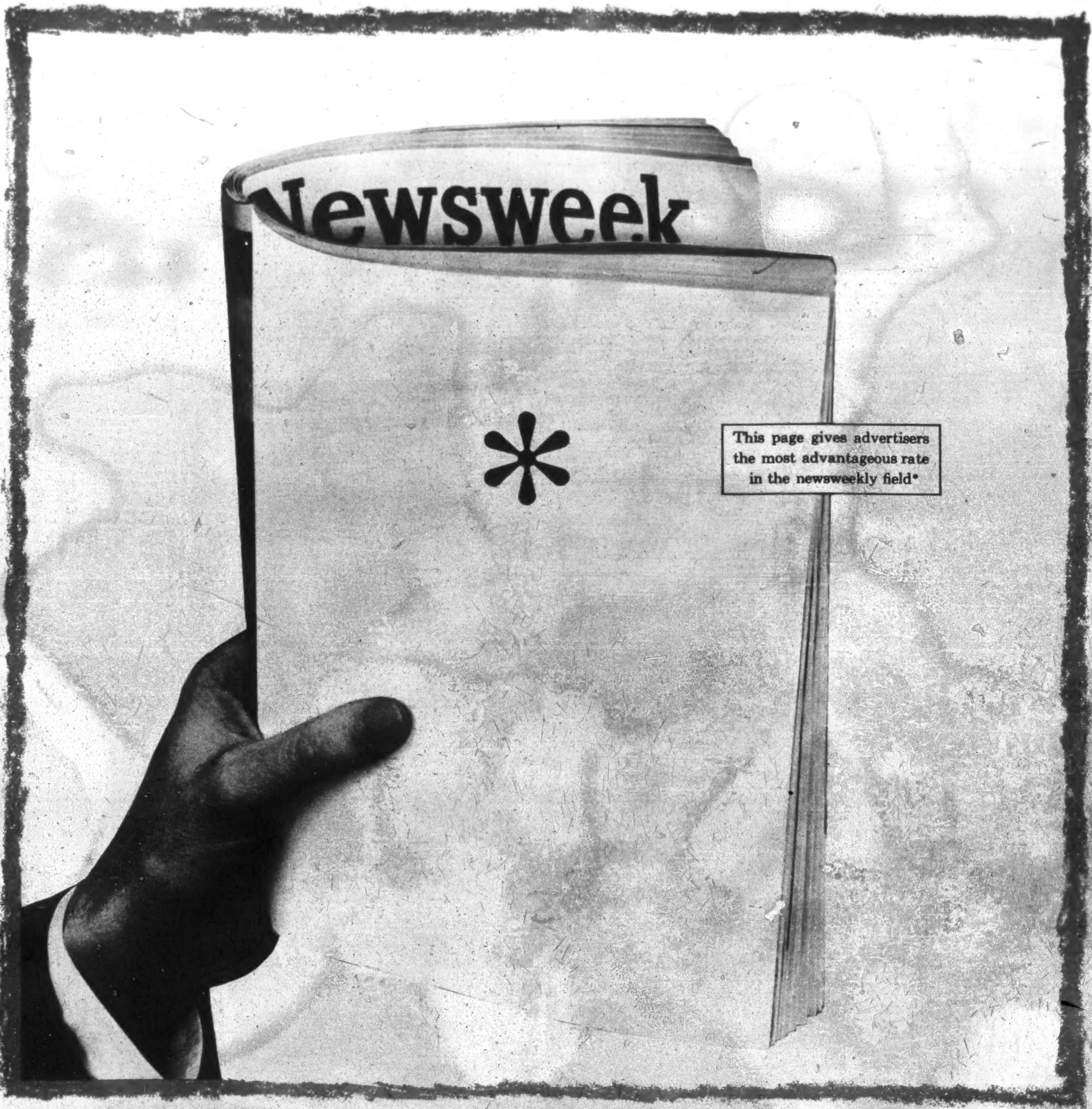
One of America's Great Newspapers

218 MAIN STREET • BUFFALO 2, N. Y.

Represented nationally by

KELLY-SMITH CO.

780 Third Avenue, New York 17, N. Y., YU 6-4433


Newsweek
*
This page gives advertisers the most advantageous rate in the newsweekly field*

***Where you tell it to City Hall . . . efficiently**

With local government expenditures now near a $40 billion level, ***key officials in counties and municipalities*** represent an immense market for materials, equipment, supplies of all kinds. A recent survey conducted among such officials shows that more of them read Newsweek than any other newsweekly. And, with its advantageous page rate, Newsweek reaches them most efficiently.

Newsweek strikes a responsive note among these key officials because they need facts to make sound decisions. Newsweek is dedicated to probing for the facts and their meaning . . . to presenting the facts fairly, clearly and completely—across the full spectrum of human affairs. If you want your advertising dollar to reach *more* leadership people . . . people well established in government, business or the professions, put your message in Newsweek.

Newsweek

The world-wide newsweekly for communication people.

Gas Ads Naive, Merchandising Is 'Pathetic': Weiss

Station Can 'Do Better Than Feature Rest Rooms,' DDB Exec Tells Oil Men

NEW YORK, Nov. 1—Gasoline advertising still aims at naive shoppers, a minority among the sophisticated American people, most of whom realize that there is little difference between gas brands.

That's why it is so ineffective.

E. B. Weiss, director of special merchandising service of Doyle Dane Bernbach and an ADVERTISING AGE columnist, made this analysis before a seminar in retailing for petroleum executives at New York University's school of retailing last week.

"There is probably no industry in this country today that has substantial advertising whose advertising makes so tiny an impression on the public as gasoline advertising," Mr. Weiss said.

According to him, this sad state of affairs is due probably not only to the fact that the industry's products are so similar, but also to the similarity in its advertising and the prevalent lack of creative imagination.

■ Turning to the industry's retailing, Mr. Weiss charged that "the most backward form of mass retailing today is the gas station. The automobile has revolutionized all retailing—except the form of retailing that services the automobile," he said.

"The techniques for selling automotive supplies in the gas station are pathetic. The techniques for selling non-automotive supplies are worse than pathetic, they are almost non-existent," Mr. Weiss said, pointing out that his statements were based not on research but on his own observations.

He charged that the industry behind the gas stations does not even consider their traffic "shoppers" and does not think of its retail outlets as "stores." Mr. Weiss urged them to do just that.

"Our entire public has become conditioned to self-service, yet, with only a few exceptions, the gas station essentially functions as though self-service were totally non-existent," Mr. Weiss said, adding that "the gas station does no more to protect the customer from the elements today than the country general store did 100 years ago."

■ He warned that "by 1970 the food super will be giving the traditional gas station powerful competition on gas, oil and automotive supplies. So will other mass retailers. The parking lot of the mass retailer will include a gas station, and many of them will dispense private label gas."

Mr. Weiss said that the gas stations' competitive weakness stems from a failure to study the outlet imaginatively as a retail merchandising function, a function that should respond to all social and economic changes precisely as have all major forms of retailing.

The cure recommended by Mr. Weiss: Vigorous merchandising of automotive and non-automotive supplies and exploitation of the gas stations' many latent competitive advantages.

REFLECTION—*Gordon's gin is promoted in this b&w ad in newspapers Nov. 7 followed by color pages in Esquire, Holiday, Life, Look, The New Yorker and U. S. News & World Report. Grey Advertising is the agency.*

As an example, he said gas stations with their immense exposure to children could become "a tremendously large outlet for year-'round toys." He admitted that gas stations are doing a "good job" with Coca-Cola but told the industry's executives that "originally Coca-Cola had to be forced down your throats." Even now the soft drink company is doing the job for the gas stations, he said.

■ Mr. Weiss told the oil executives they should be leaders in the coming era of automatic retailing but predicted that some of them "would either fight the trend or ignore it," in spite of the fact that the gas station "is a logical location for the new vending machines for many automotive and non-automotive items."

"I understand some gas people believe they will sell less gas and oil if they sell more general merchandise," Mr. Weiss said. "But does the food store sell less food when it adds non-foods? Does the drug store sell less drugs when it adds everything under the sun?" he asked.

"This is an era of one-stop self-service shopping based on the auto," and gas stations had better wake up and exploit their inherent advantages if they want to compete with the other retailers invading their domain, Mr. Weiss told the industry's executives.

■ "These giant retailers will apply modern merchandising to your traditional inventory. Will you try to compete with antiquated, stolid, ultra-conservative, unimaginative, unexciting, traditional methods?" he asked them.

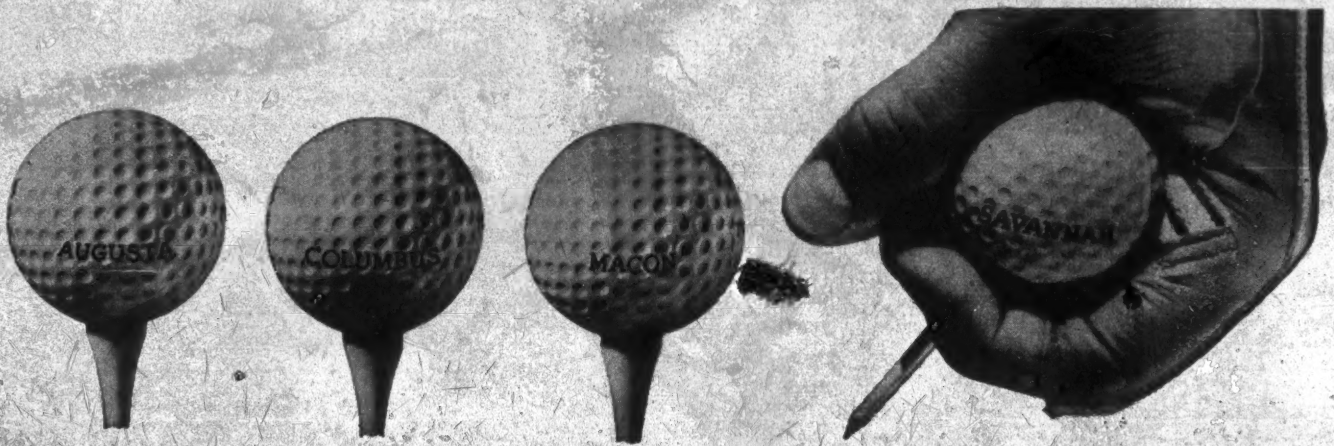
"I think the gas station can do a bit more than feature its rest rooms," Mr. Weiss said. #

Kennedy to 'Family Weekly'

James O. Kennedy has been named merchandising manager of *Family Weekly*, with headquarters in Chicago. He formerly was a special representative and writer with Ralph M. Soule & Co., Chicago agency. Donald A. Wilkins, who joined the company in February, was named merchandising manager of *Suburbia Today*, sister publication. Maurcy M. Ball Jr. continues as assistant merchandising director of *Family Weekly* and *Suburbia Today*.

Kraft Moves Coleman

Edmond J. Coleman, vp and advertising manager of Kraft Foods Ltd., Montreal, has been transferred to Chicago as a product marketing manager of Kraft Foods Co.



The Georgia Group is now a foursome

Savannah joins Augusta, Columbus and Macon to create a dynamic $2 billion dollar market

863,500 METRO POPULATION

The now combined Augusta, Columbus, Macon and Savannah trading area is 82 counties big. Total population is 1,778,300 . . . practically 50% of the state. City zone population is 575,782. And with a metropolitan population of 863,500, the Georgia Group cities rank 28th nationally.

A BILLION DOLLAR FAIRWAY

Everything is up in the Georgia Group market. Retail sales are at the rate of $1.3 billion annually. Food sales are well over $330 million. Automotive sales have passed the $251 million mark. Drug sales total $41 million. And the sale of general merchandise has topped $173 million.

PLAY THESE FOUR TO WIN

With a combined circulation of 266,213 daily and a Sunday total of 227,653, one shot with the Georgia Group lays you closer to the sales pin. And read in 4 times as many homes as any other newspaper, the Georgia Group papers deliver both massive coverage and incisive penetration of Georgia's sizzling second market.

A PACKAGE BUY WITH 13% SAVINGS

It's one order . . . one bill . . . and one check when you buy the Georgia Group. You save time, effort . . . and dollars . . . savings of 13% on each 10,000 lines. During the first quarter of 1960, the number of national advertisers making this package buy jumped 50% over the same period last year . . . with a 55% increase in the dollars they have invested in the Georgia Group.

Play with the winning foursome . . . with the bigger and more powerful Georgia Group.

THE
Georgia Group

AUGUSTA *Chronicle and Herald*
COLUMBUS *Ledger and Enquirer*
MACON *Telegraph and News*
SAVANNAH *News and Press*

Represented nationally by THE BRANHAM COMPANY

Sources: SRDS 8/15/60 — Survey of Buying Power July, 1960 — ABC Statements 3/31/60

THIS IS WORCESTER.....

the 2nd largest market in Massachusetts

Scholars from every corner of the world come in steady succession to Worcester to study in the nation's first and by far the foremost early American source library — the American Antiquarian Society.

Founded in 1812 by Isaiah Thomas and dedicated to preserving and interpreting the American past, the Society treasures 750,000 volumes of early American history, thousands of them irreplaceable. The library includes three quarters of all the books and pamphlets printed in the United States between 1640 and 1821. Appropriately enough Isaiah Thomas' printing press, on which was printed the Worcester Spy, this country's first major newspaper, is preserved in a place of honor.

This kind of leadership is strongly reflected in Metropolitan Worcester County's position, the 2nd largest market in Massachusetts, and one of the nation's Top "50" markets — 43rd in spendable income, 48th in population, an important BILLION DOLLAR county.

Worcester stands for big business, yours included

CIRCULATION: DAILY 155,015 — SUNDAY 103,832

The Moloney,
Regan & Schmitt
representative
knows Worcester.

WORCESTER TELEGRAM

The Evening Gazette

SUNDAY TELEGRAM

Owners of Radio Stations
WTAG and WTAG-FM

WORCESTER, MASSACHUSETTS

Douglass Weber Van Arsdale Knight Gates

EASTERN ADMEN—*Attending the meeting of the eastern American Assn. of Advertising Agencies in New York were James C. Douglass, Ted Bates & Co.; Frank C. Weber, D'Arcy Advertising Co.; J. R. Van Arsdale, Rumrill Co., Rochester, N.Y.; and Tom Knight and Ralph Gates, both of Young & Rubicam.*

'Nervous Chatter About Our Image' May Enlarge It, Says McCann's Foley

(Continued from Page 1)

continued conversation might have the effect of making a minority sound like a big majority. He also urged orienting "every piece of communication to honest needs of the consumer as we know them. If we do try that, we will improve enormously the creative effectiveness of our work, and we will automatically rule out trickery and the kind of fast footwork which leads so frequently to trouble."

▪ Dr. Charles W. Socarides, associate in psychiatry at Columbia University, termed a "myth" the allegations of advertising's "evil influence on society—the alleged influence toward materialism and against spirituality."

He stressed that it was baseless and meaningless to insist that the enjoyment of more and better goods made people spiritually poor or corrupted them.

"Psychologically," he said, "material benefit enriches the individual. Deprivation of material benefits interferes with the human's natural powers of self-development and esthetic enjoyment."

Dr. Socarides said a full material life is a prerequisite to the development of the spiritual life—"of increased interest and activity in the arts, in ideas and general social advance."

He added that everyone in advertising "should take conscious pride in the effective functional role of his profession in stepping up the tempo of distribution of goods and material benefits to more and more people.

"That work is a vital and valuable and necessary part of economic progress, social advancement and of the emotional growth of our society," he said.

Research directors of three agencies questioned current practices in the research field, at a session chaired by William M. Weilbacher, of Dancer-Fitzgerald-Sample.

Dr. Peter Langhoff, of Young & Rubicam, said it is time for agencies to make "a complete reappraisal of copy testing techniques." Dr. Clark L. Wilson also called for improvements in copy tests, pointing out that some measuring rods are used blindly, without any consideration of what is being measured. And Dr. Donald Kanter of Tatham-Laird said the time has come for researchers to "go back to the consumer and listen to him naively."

Mr. Langhoff noted that both the Starch recognition and the Gallup-Robinson recall methods have come under fire recently—and justifiably. While not advocating their discontinuance, he suggested: "Perhaps it is time that we be shaken out of our complacency. Perhaps too little has happened in this field for too long." As a first step, he reported that the research committee of the Four A's is now at work on a draft of standards for copy testing.

▪ Dr. Wilson, a newcomer to the agency business (he joined BBDO last year), complained that creative people often come to the research department and say, "Copy test this," but when asked what the ad's objectives are, they cannot define them other than a vague statement about "an increased share of market."

Mr. Wilson also noted that researchers are prevented from playing a greater role in the creation of advertising by the opposition of creative people. He told a story about a recent new-business presentation made by BBDO. The creative and research departments each made a separate pitch. At the second meeting, the prospective client asked: "Who dominates your creative department, copy or research?" Mr. Wilson then explained that BBDO's president, Charles Brower, is a copy man, and "I found my place clearly defined in a few words" *(Sympathetic laughter at this point)*.

▪ Dr. Kanter told the session that now that motivation research has been digested and put in proper perspective, the research executive in the agency is becoming—or should become—"the consumer's advocate." The great need today, he said, is for fresh approaches that will lead to new generalizations about consumer behavior.

He said, "We have to have the courage to be naive" and listen to what consumers are saying. As an example, he cited the success of a Procter & Gamble product handled by his agency, Mr. Clean, which he described as "highly related to women's wishes."

▪ At a media buying session Thursday, media execs of four agencies concentrated on ways and means of getting more mileage out of a budget.

There was general agreement that this could be accomplished by more judgment and less reliance on statistical information in working up a media schedule.

Panel members included E. L. Deckinger, vp of Grey Advertising Agency; Paul E. J. Gerhold, vp of Foote, Cone & Belding; G. Maxwell Ule, senior vp of Kenyon & Eckhardt; and Leonard S. Matthews, vp of Leo Burnett Co.

▪ The tone of the talks was set by Mr. Gerhold, who cautioned media men not to be too dependent on audience measurements.

"We know that for many advertisers there is a minimum of frequency and continuity below which advertising effort is largely wasted effort; that in many cases it is better to sustain a level of awareness and impression against fewer people than to try to reach everybody with no frequency at all.

"We know that effective advertising rarely results from the single exposure of a campaign against a maximum number of people; that most advertising involves a force and a frequency and continuity of impression against the people it reaches. Thin strategy or deep strategy, spread or concentration, has to be determined by the individual problem, not by the kind of media available.

"We cannot, as media people," he continued, "limit our own function, and the acknowledged function of media is to create exposures for advertising.

"We can't afford to tie ourselves so firmly to one level of media measurement that we seem to stop functioning and stop thinking at the point where we run out of data.

"We can't settle for a level of comparison that demeans our image and that stultifies our real understanding of what advertising is and how it works. We can't afford the small comfort of working always within a safe definition of function; when that comfort is bought with the derogation of media's importance and of the media man's contribution to the whole advertising process.

"We must reassert mastery over our own statistics. We must recognize audience measurements for exactly what they are," he concluded. "They are yardsticks in a business that desperately needs scales and micrometers and reaction meters. They are the great levelers, that permit us to subject the most complex and profound strategic questions to clerical attack and clerical solution.

"They provide authority for a field that wants for brilliance. They are at once the judge and the perpetrator of most media planning. They provide, if not the rational basis, at least the basic rationale for most media selection."

▪ At the print production meeting, Ernest E. Klostermann, of Sawyer-Ferguson-Walker, outlined specific ways for agencies "to make the best use of r.o.p. color" and revealed several r.o.p. color success stories. In 1959, he said, Pepsi-Cola Co., in conjunction with its Iowa bottlers, put on a concentrated r.o.p. color program and developed a statewide sales increase of 17%, in contrast to a national sales gain of 8%. ≡

Furmen Jones Stevens Rohde

THE MEN FROM—*Cunningham & Walsh was well represented at the eastern meeting of the Four A's by Don Furmen, R. K. Jones, Cuyler Stevens and Bill Rohde.*

'Life' Sets New Regional Splits

New York, Nov. 4—*Life* has come up with a batch of new publishing policies (AA, Oct. 31).

Effective January, 1961, the magazine will:

- Establish seven regional editions, covering roughly New England, Middle Atlantic, Southeastern, East Central, Southwestern and Far Western portions of its circulation.
- Start a test market distribution pattern for national advertisers which will allow a "wide choice" of test areas, "frequently as small as a single city."
- Advance its cover date from Monday to the Friday following the appearance of the magazine on newsstands.

In a letter to advertisers and agencies, C. D. Jackson, publisher, said that because of "new press locations and new presses," the magazine will offer "full advertising facilities in as many as seven regions of the U.S. at no sacrifice of speed of distribution."

The regional editions will be effective with the Jan. 6 issue and will be available on an every-other-issue basis thereafter for half-page and page ads. The magazine said circulation and rate details will be announced shortly.

▪ *Life* also said that by Jan. 1, 1962, circulation will rise to 7,000,000—300,000 more than its current base of 6,700,000. Current ad rates will remain unchanged throughout 1961, the magazine added.

On the change of cover date, Mr. Jackson said:

"For many years *Life's* delivery schedule began on Thursday and extended to the following Monday. Thanks to improved technology, the delivery schedule will begin on the previous Tuesday and will be completed by the weekend." The new system, he added, will give advertisers "the obvious merchandisable advantage of having the magazines' issue date in the same week that the advertising begins to sell." ≡

Lloyd Maxwell, 81, 'Dean of Chicago Admen,' Is Dead

CHICAGO, Nov. 3—Lloyd Maxwell, 81, chairman of the executive committee of Roche, Rickerd & Cleary who was called by many "dean of Chicago admen," died of cancer early today in Swedish Covenant hospital.

Lloyd Maxwell

Although his illness began in February, 1959, he was mentally alert and active until about 45 days ago, and his counsel was sought by the agency he had been associated with since 1932.

Mr. Maxwell's death ended a career in advertising that spanned more than 50 years. He became vp and general sales and advertising manager of the Staver Motor Car Co. in 1909. He had joined the Staver Carriage Co. as a salesman in 1900, after service in Cuba in the Spanish American War.

Mr. Maxwell resigned from Staver in 1912 to join the sales staff of Associated Sunday Magazines, a forerunner of *This Week Magazine*. He served later as western advertising manager of *American Magazine* and of *Hearst Sunday Magazine*, predecessor of *The American Weekly*.

▪ He entered the ad agency field as a vp of the old Erwin, Wasey & Co. in 1916. In 1924 he acquired controlling interest in Williams & Cunnyngham and served as president until 1932, when he merged the agency with that of John Pierre Roche to form Roche, Williams & Cunnyngham. In subsequent years the name of the agency was changed to Roche, Williams & Cleary and finally to Roche, Rickerd & Cleary.

Mr. Maxwell is said to [illegible] pervised the placement of [illegible] than $250,000,000 worth of advertising.

Among accounts he sold and serviced were AC Spark Plug, Alemite, Arvin Industries, Bendix Aviation, Big Ben clocks, Ditto office machines, Hoover vacuum [illegible] Hotpoint appliances, Masonite building materials, The Milwaukee Road, Old Dutch cleanser, Pierce-Arrow motorcars, Sun Oil Co., Timken-Detroit axles and U.S. Gypsum Co. For more than 30 years before his illness, he was account executive on Kohler of Kohler.

For 42 years Mr. Maxwell served Off-the-Street Club, favorite charity of Chicago admen, as president or director. He was also a member of some 30 other civic, golf and social organizations.

Mr. Maxwell was born in Hicksville, O., on Aug. 3, 1879. He was educated at the University of Chicago.

He was the last surviving member of the "Maxwell Foursome," perhaps the best known brother team in advertising, publishing and golf. The foursome, also including the late Clair, Lee and Ray Maxwell, won a Midlothian Country Club tournament in 1928 with a combined score of 301. ≡

'Harper's Bazaar' Boosts Renz

Fred Renz has been named eastern ad manager of *Harper's Bazaar*, a new post. He was formerly sales development manager of the magazine.

'Cue' Names Cashion

Cue has named J. Bernard Cashion & Associates, Miami, as its representative in southern states and the Caribbean.

multiplexing

multiplexing

multiplexing

In electronics, multiplexing is a technique which permits the simultaneous packaging of several signals in the same communications channel.

A familiar application of the multiplexing principle is in color television broadcasting. Both color and black-and-white signals are interwoven, thereby increasing the volume of signal information transmitted over the same channel.

Electronic News is the industry's fastest communications channel. Multiplexed into each edition are hundreds of technical and business developments packaged for quick reading and fast action.

Today's Index
Electronic News
THE INDUSTRY'S WEEKLY NEWSPAPER • A FAIRCHILD PUBLICATION
TEN CENTS
Military Spec Setup

Popai Warned on 'Point of Waste,' Zoning Curbs

(Continued from Page 3)

represent less than $1,000,000, compared with the combined expenses of nearly $92,000,000 by the four largest companies. "And yet, my company has grown at a rate far in excess of the industry in the past 10 years," he said. "Since 1950, liquor consumption has increased 19.4% against a population increase of 16%. Mr. Boston, in these same 10 years, has nearly doubled its sales for a 98.6% increase in case shipments.

■ "We believe many manufacturers, in and out of the liquor industry, reached the point of waste many years ago and haven't taken the time to examine this area of activity in relation to today's fast-moving, market-oriented mass merchandising economy."

Mr. Bourassa said his company believes big-budget advertisers are locked in a race to outspend one another, "almost as if point of purchase advertising was being done for its own sake." Much of this money is being spent, he added, for material that is unrealistically designed.

■ Raymond C. Keck, national ad manager of Cities Service Petroleum Co.—who said that service stations do a greater volume of business than the nation's department stores, totaling over $16 billion a year—warned that service stations are facing an "alarming growth" in zoning restrictions affecting their displays.

Mr. Keck quoted a report by one of his company's lawyers, who said: "Almost without exception, planning officials spoke in a critical and sometimes hostile way of the use of pennants, streamers, whirligigs, revolving and flashing signs, excessive open display of tires, oil cans and specialties."

The report added: "I am personally convinced that the views of the planning officials are substantially representative of public opinion."

■ Mr. Keck said, "Areas such as Indianapolis, Racine, Wis., Milwaukee and certain sections of Virginia will not permit a display piece on the identification pole in stations.

"In Detroit, all material in the outside station area has to be fireproofed. In Massachusetts, a price restriction applies prohibiting any mention or connotation of price on point of sale.

"Arlington, Va., Washington, D. C., and now certain townships in Long Island require a fee of $2 per sign for the display privilege of outside material."

He said that a Popai-sponsored program of education and guidance in the attractive use of station displays would help offset the "negative trend."

Outlining Cities Service's own use of point of sale material, he said that the company's advertising is geared to the regional selling approach. This usually involves three major and two minor point of sale campaigns per year. "This applies to our product advertising as well as our giveaway inducements, self liquidators and periodic traffic building campaigns."

Display material, other than animated window displays, is provided free to Cities Service dealers, and total cost per station per campaign ranges from a low of $10 and $15 to a high of $25 and up.

■ Popai was told that three out of every ten shoppers who enter a supermarket, variety store, drug store, hardware store, liquor store or gasoline station actually buy a product as a direct result of point of purchase displays.

Dr. Gerald Ehrlich, director of research of Mass Marketing Research, said that this claim is based on a study just completed by Popai. The study will be published soon, he said.

A total of 90 companies showed display material in 173 booths at the show. About 4,000 persons attended the show in the Coliseum. #

Macy Promised Push in Centennial Drive, Suppliers Tell FTC

NEW YORK, Nov. 3—Several manufacturers testified this week that they had made $1,000 contributions to the 100th anniversary promotion of R. H. Macy & Co. because the store had promised them special advertising and promotion.

The testimony came in the second round of hearings in the Federal Trade Commission's investigation of the promotion. The FTC has charged the store with "unfair acts and practices" in collecting $540,000 from manufacturers to help finance its centennial celebration in 1958 (AA, Sept. 26).

Stanley Meyers, president of Em Em Knitwear Co., sweater manufacturer, testified that his company had made five payments of $200 each to the Macy centennial because Macy's sportswear buyer had promised that Em Em sweaters would be advertised in newspapers and in a statement mailer, and be displayed prominently on the third floor.

■ Similarly, Ben Kowal, secretary-treasurer of Blume Knitwear, testified that his company was urged to contribute because the celebration would involve large-scale displays and "the featuring and advertising of our product." The manufacturer, however, decided it "couldn't go along with the request."

Several manufacturers testifying this week agreed with the Macy executives on these points. Stephen Grob, vp of Varsity Pajamas, a subsidiary of Embassy Men's Apparel, said there had been no suggestion of any special treatment should his company contribute. Similar testimony came from Herman Judson, president of Stratford Neckwear Co.; Mac Kaplan, vp of Sunnyvale Inc., dress manufacturer, and others. #

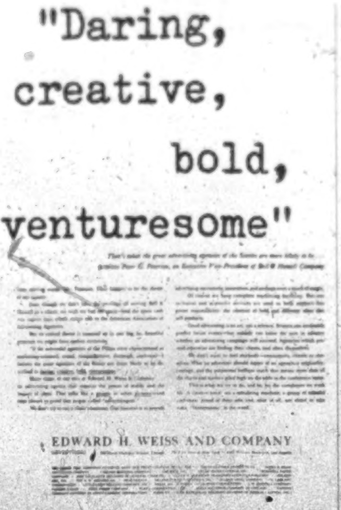
Radio Stations to Back Miss Teenage America Promotion

DALLAS, Nov. 1—Radio stations throughout the U.S. will sponsor a new national pageant to choose a Miss Teenage America, it was disclosed here at the regional meeting of National Assn. of Broadcasters (AA, Oct. 24) by Scott Reynolds, president of Teen America Associates Inc.

Miss Teenage America is not a bathing beauty contest. Emphasis will be placed on wholesomeness and charm. Contestants will be judged on the basis of appearance, personality, talent and home activities.

■ Sponsoring radio stations will offer more than $150,000 in prizes to local, state and national winners. Miss Teenage America will receive a $6,000 scholarship to the college of her choice, a $15,000 tour of the U.S., a $10,000 modeling contract, a wardrobe and other prizes.

Every station involved in the contest will choose a winner and all winners will compete for the big prize at a national pageant to be held here. #



"Daring, creative, bold, venturesome"

EDWARD H. WEISS AND COMPANY

CONFLICT?—*By accident, this full-page ad for E. H. Weiss & Co., Chicago agency, quoted Peter G. Peterson, exec vp of Bell & Howell Co., and a former top McCann-Erickson official, on the importance which he feels creativity must play in agency operation, on the same day Advertising Age reported a speech of Marion Harper, McCann president, insisting that "creativity" is not to be substituted for "effectiveness."*

Davis Commends New BPA Form

NEW YORK, Nov. 4—The Business Publications Audit of Circulation decision last week (AA, Oct. 31) to enforce single-audit-form reports on paid and non-paid circulation has given advertisers and agencies "what they have been yelling for for years," BPA President Adin L. Davis said today.

The new single audit form will be used by all BPA members for their June, 1961, statements, but the mandatory rulings on reporting paid circulation will not go into effect until the June, 1963, publishers' statements.

■ The two-year time allowance will permit "a number of BPA members" to make the necessary bookkeeping arrangements required for the mandatory reports. Mr. Davis said that a few BPA publications with second-class postal privileges do not use Form B, and the period of grace will give them time to make the breakdown.

The bulk of BPA publications' effective circulation is covered in Paragraph 7B, and the new form has a new Section 7C, in which the individual publication has to report the type of postage it uses. If it uses second-class postage, it has to declare it. If this postal classification covers more than 50% of circulation—a figure which is not specified in the form—the publication has to break it down. What the breakdown is designed to determine is not whether the circulation is paid or non-paid, but whether it is qualified.

Mr. Davis said that the BPA decision did not interfere with the current negotiations with the Audit Bureau of Circulations, aimed at achieving a single audit. He said BPA and ABC were still "getting together" on the comparability of Paragraph 10, the breakdown by industry classification. This, he added, was an entirely different question from the consolidation by BPA of the two forms and the mandatory report.

■ The BPA board also announced this week the election of Burton E. Hotvedt as vice-chairman and member of the executive committee to succeed Mark E. Pinkerman, who resigned because of illness.

Ritter, Sanford Merges with Miller; Price Opens Shop

NEW YORK, Nov. 3—Two new agency names emerged out of Ritter, Sanford & Price this week. One resulted from the merger of the agency with the Harold Miller Co. The second resulted from Daniel H. Price leaving Ritter, Sanford to set up his own agency.

The newly merged agency, Ritter, Sanford, Miller & Kampf, will be located at 271 Madison Ave., the Ritter headquarters. Officers will be Sheldon Ritter, president; Howard Sanford, exec vp; Harold Miller, vp; and Saul Kampf (exec vp at Miller), vp.

There are no account conflicts, Mr. Ritter told ADVERTISING AGE, adding that the shop would bill under $4,000,000, with the Miller agency accounting for about $1,500,000 of the billings. The Miller agency was founded nine years ago; the Ritter agency in 1948.

Mr. Price, who had been with Ritter, Sanford for 11 years, has set up offices at 270 Madison Ave. as Daniel H. Price Inc. The agency will specialize in soft goods accounts, starting out with 17 accounts which Mr. Price handled at Ritter, Sanford.

■ The charter accounts, billing about $400,000, are Fidelity Felt Co., Philadelphia, and the following New York companies: Sunny Vale Inc., dress manufacturer; Max Mandel Lace Corp.; American Fabrics Co.; A. H. Bailey Footwear Inc.; Rivoli Hosiery; Janie Originals, knitwear manufacturers; Evans Chemetics, supplier of chemicals for hair products; D.F. Rodgers Mfg. Co., junior dress manufacturer; Continental Felt Co.; Her Grace Inc., robe manufacturer; Kurshan & Lang Color Service Inc.; Picket-Green Mfg. Co., manufacturer of petite-size dresses; Jack Spiro & Co., children's dress manufacturer; Baby-Togs Inc.; Corbin Ltd., trouser manufacturer, and May Knitting Co., children's sweater manufacturer.

This is the second time this year that Ritter, Sanford has changed its name. The agency was known as Ritter, Sanford, Price & Chalek until August when the Chalek was dropped after Morton J. Chalek, vp, resigned to form a new agency, Chalek & Dreyer. #

N. Y. Dailies, Guild Agree, Avert Strike

NEW YORK, Nov. 1—A strike of the New York Newspaper Guild against seven major dailies here was narrowly averted last night after a last-minute compromise was reached between representatives of the guild and publishers.

The settlement agreed upon after nearly 14 hours of negotiation calls for a $7 package increase over the next two years, with increases to be split between salary boosts and pension and welfare benefits. A fourth week of vacation after ten years of service was also included in the settlement.

Guild units of the various newspapers are expected to ratify the settlement next week. #

Stern, Walters Opens PR Branch; Adds Principal

Stern, Walters & Simmons, Chicago, celebrating its sixth anniversary with a move to new quarters at 201 E. Erie St., has named vp Kenneth W. Wittleder to its board of directors with his acquisition of an interest in the agency.

The agency has also established Coordinated Communications as a public relations division. Arnold Siegel, pr director of the agency, has been named executive director of the division.

NEW POLL—*Van Camp Seafood launches its "pussy cat poll" campaign with 1,000-line ads like this.*

Cats Get Refund in Van Camp Cat Food 'Poll' Promotion

LONG BEACH, CAL., Nov. 2—Van Camp Seafood Co. today launched what it calls a new approach to pet food merchandising with a newspaper and radio campaign based on "the pussy cat poll" for its Capt. Kitt tuna for cats.

The campaign, which starts at varying times this month in ten major markets, will run a minimum of six weeks. More markets will be added as distribution is obtained for Capt. Kitt.

The schedule for the six weeks calls for at least two 1,000-line ads followed by smaller insertions at the rate of one a week. A heavy radio schedule will be used in most markets.

The pussy cat poll theme is based on the offer of 25¢ for three labels from the product, plus an owner-written "cat's opinion" of the pet food. As an added touch, the quarter will be mailed to the cat, by name, at the consumer address.

■ According to Gene Stokes, Van Camp advertising manager, "Our research shows that cat owners are highly involved with their pets, seemingly much more so than dog owners. They consider the cat a respected, dignified and knowledgeable member of the family. It is on this basis that we are asking pet food customers to have their cats, who really are the ultimate consumers, approve the merit of Capt. Kitt."

Display pieces include a four-color cart card or stack poster, plus a shelf talker coupon pad, which can also be used on bulletin boards or in mass displays.

Cunningham & Walsh, Los Angeles, last month was named agency for Capt. Kitt (AA, Oct. 10). #

Wagner Leaves Bartell to Head New Station Owner Group

Morton J. Wagner, exec vp and director of Bartell Broadcasting Corp. for the last eight years, has resigned to head a group of investors with plans for purchasing radio and tv stations. At the time of his resignation, Mr. Wagner was also general manager of Bartell's San Francisco station, KYA. His duties there will be taken over by Lee Bartell, managing director of the group.

Mr. Wagner said he will open corporation offices at 111 Sutter St., San Francisco. Later he will set up an East Coast branch in New York. Two station deals are expected to be closed by the end of the year, he said.

Brown Joins Purex

Charles G. Brown has been appointed director of marketing research of Purex Corp., South Gate, Cal. He formerly held a similar post at Carnation Co., Los Angeles.

Speak softly

so someone can hear you

Actors generally agree that the star of the show has the privilege of speaking most softly.

This gets greater attention (and more respect) from the audience.

It seems to us that here is a case where advertising can borrow from show business with profit.

The ad that speaks in a firm, low voice and the TV commercial that speaks as a guest in the living room rather than as a bad-mannered platform orator can stand out in the din like an unbandaged finger at an amateur woodworkers' convention.

This is the kind of advertising we believe in. And we frequently have to shout at each other in the office to get it.

We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. • Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company • The Maytag Company • Motorola Inc. • Philip Morris Inc. • Chas. Pfizer & Co., Inc. • The Pillsbury Company • The Procter & Gamble Company • The Pure Oil Company • The Pure Fuel Oil Company • Star-Kist Foods, Inc. • Sugar Information, Inc. • Sunkist Growers, Inc. • Swift & Company • Tea Council of the U. S. A., Inc. • Wallace Laboratories.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

The first Nielsen Report* covering all the new shows of the season proves this:

IN COMPETITIVE MARKETS MOST HOMES WATCH ABC-TV MOST OF THE TIME!

THESE SHOWS ALL HAVE IT:

Here's a list worth looking at. It's a list of favorite shows, all broadcast on ABC-TV and all placing first in their time periods. Six of them are brand new: Bell & Howell Close-Up!, Bugs Bunny, Flintstones, The Law & Mr. Jones, My Three Sons, SurfSide 6. One is new on ABC: Peter Gunn. And eleven are established winners: Cheyenne, Hawaiian Eye, Lawman, Maverick, Real McCoys, Rebel, Rifleman, Robert Taylor's Detectives, 77 Sunset Strip, Untouchables, Walt Disney Presents. What pleases us most about these shows is that they please the viewers. And, we trust, the sponsors, too.

THIS SHOWS THEY HAVE IT:

	SHARE OF AUDIENCE	RATING	HALF HOUR FIRSTS
ABC-TV	33.7	19.2	25
NET Y	30.8	17.6	18
NET Z	27.3	15.6	6

*Source: Nielsen 24-Market TV Report covering all commercially sponsored evening programs, week ending October 16, 1960. Sunday, 6:30 to 11 PM, Monday-Saturday, 7:30 to 11 PM.

ABC TELEVISION

The Editorial Viewpoint . . .

Advertisers' Control of Programs

George Polk, vp in charge of programming at BBDO, has just announced that a second BBDO client will go into the business of financing pilot films for proposed television shows—a procedure which the agency recommends as a technique for giving advertisers an edge in television time buying.

The agency has put together a 13-page presentation giving its philosophy on client involvement in the early stages of tv program production. Among the advantages accruing to the client who goes into the financing of pilots, it says, are better rapport with the packager and others involved with the show; the opportunity to exercise "considerable program control"; and favorable financial arrangements, including often, a part-ownership in the property.

Rexall, a BBDO client, financed the pilot for "National Velvet" and now owns a piece of the tv package as well as sponsoring it. General Mills is putting up $50,000 to $70,000 to run a pilot on "Father of the Bride" and will presumably own a piece of it if it works out; and at least two other BBDO clients are considering similar moves.

We can understand the frustration of the advertiser and agency who would like to have something a little different from most of the formula fare being spewed out by the networks and their production affiliates, and their desire to develop programs of their own, but nevertheless we hope that not too many will seriously take up the notion of becoming producers of mass entertainment.

For reasons of principle which go far beyond the narrow question of advertising effectiveness, we are opposed to advertiser control of radio and television programming, and we shall continue to be opposed to it, no matter how bad a job the networks may do nor how good a job an occasional advertiser may do in this field. We have discussed some of the reasons in the past, and there doesn't seem much point in going over them now.

But purely from the standpoint of effective advertising, we also believe that, generally speaking, it is unwise for advertisers to become program producers. Essentially, we believe it is best for packagers and producers to get their financial backing outside the advertiser-agency group for the same reason that we believe it is better for an advertiser to employ an independent agency than to set up a captive house agency.

An advertiser's primary job is to help sell the products he makes. If he gets too closely involved with side issues, he may very well be diverted from this job. And specifically, in the case of program involvement, he may find himself suffering from two disadvantages which can more than outweigh all the possible advantages: He may find himself giving a reluctant go-ahead to a so-so show, simply because it's his; and even worse, he may go on paying the time charges to air it, long after he would have abandoned a similar show with which he was not personally and financially involved.

Science Is Riding High

Thumbing through the president's report of the Illinois Institute of Technology the other day, we were struck by the price tags the manpower market has put on college graduates, and particularly science graduates.

The over-all average starting salary for bachelor degree candidates in the engineering disciplines, the institute reported, was $519 per month for the classes of January and June of this year. Electrical engineering graduates were highest, at $544. It was $530 for chemical engineering, $520 for metallurgical engineers and mechanical engineers, $510 for civil engineers, $493 for industrial engineers—and $460 for business and economics majors.

Holders of masters degrees, the institute reported, "still command a $50 premium in starting salary" over bachelor degree holders, and Ph.D. degree candidates "are averaging about $10,000 annually at the time of receipt of degree." Many of the latter, however, are not newcomers in the private labor force.

It is reasonably clear, however, that starting salaries for the kinds of people most likely to go into marketing and advertising are at the low end of the scale. And this is bad for these people and also for our business.

Abbott Swings the Ax

We have always believed that advertising ought to be bought, insofar as possible, on the simple basis of whether a particular advertising medium is a sound advertising buy, without regard to whether an advertiser happened to like the politics or policies of that medium. So we are a little sorry to learn that Abbott Laboratories has dropped *Life* and *MD* from its schedules.

At the same time, we're also a little pleased to have this demonstration of the independence of both advertisers and media. Abbott dropped *Life* because of editorial material the magazine carried on the drug field; *Life* made it clear it would say what it believed was right. And we would not have it otherwise.

Gladys the beautiful receptionist

—Sandy Woodbridge, Bozell & Jacobs, Omaha.

"He always thinks small because he used to work for Volkswagen."

What They're Saying . . .

Expense, or Investment?

In the area between creating sales on the one hand, and profits for the advertiser on the other, there lies the difference between approaching advertising merely as a short-term business expense or in using it as a long-term capital investment.

—Norton Weber, vp, Erwin Wasey, Ruthrauff & Ryan, Pittsburgh, addressing the Hartford, Conn., chapter of the Assn. of Industrial Advertisers.

TV and Juveniles

It seems to us that a proper charge against tv is not one of contributing to the delinquency of minors, but to the depravity of their tastes. It seems to us the charge could be made to stick. Instead of trying to run down the will o' the wisp connection between tv and teen age crime, it would be more productive to try to demonstrate a tie between tv crime and the lowbrow in juveniles. Perhaps an experiment is worth conducting whereby children of equal intelligence are separated into two groups, one with full freedom to watch tv crime, and the other exposed to selected tv from which Grade B bleeders are omitted. If no philanthropic foundation has thought to finance such a test, there is still time. . .

—Editorial in the Providence Bulletin.

Cause and Effect

Our man in Chicago tells us about an agency principal who cautioned his account men: "If you feel you must drink martinis at lunch, for Pete's sake make 'em out of gin, not vodka. I'd rather have the client think you're drunk, instead of stupid."

—"Fortune at Work," October issue.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

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Senior editors: Washington—**Stanley E. Cohen**, New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Lawrence Bernard, Phyllis Johnson, Denis Higgins, Ramona Bechtos**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton**. Detroit—**John J. McGinnis**. Washington—**Rance E. Crain**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gordon D. Lewis**, manager sales and service; **John B. Carlsen**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, William C. Pritchard, Murray Keatinge**. San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Richard B. Paulsen**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

The tv and radio announcers who have been rhapsodizing about Holloween can now go into training to welcome next spring's crop of lilocs.

•

Washington baseball fans seem to be torn between grief over the departure of heroes like Killebrew, Lemon and company and relief at getting rid of the Griffith management.

•

Prof. Schlesinger's ideas about possible taxation of advertising have been disavowed by Sen. Kennedy, but he has been playing an important role in the Presidential campaign just the same.

•

When the adjective "genuine" is applied to a product in a broadcast commercial, there seems to be a compulsion for the announcer to give it added emphasis by pronouncing it "genu-wine."

•

The FTC seems to be so insistent on spelling out all of the conditions of a warranty that if an advertiser wants to talk about "Satisfaction guaranteed," he'd better say "positively."

•

Bubble gum, made famous in the major leagues by Mickey Mantle, is reciprocating with the awards of the Topps people to the baseball rookies of the year.

•

Visitors to our shores may conclude that the signs of progress and prosperity in suburban living include split level houses, supermarkets and shopping centers.

•

Frank Gifford's smiles are so effective in his commercials for Vitalis that Bristol-Myers may yet prevail upon him to appear in promotions for Ipana toothpaste.

•

Even if you have heard about Dristan, chances are you will have your normal quota of colds unless you cut down on the number of your conferences and committee meetings.

•

Cigaret and automobile manufacturers are now faced with the same problem—maintaining the market for the old-established brands, while building a bright new image for the recent arrivals.

•

Neil McElroy, who is receiving a special award for public service from the Advertising Council, may be able to explain how much more comfortable a business office is than a hot seat in Washington.

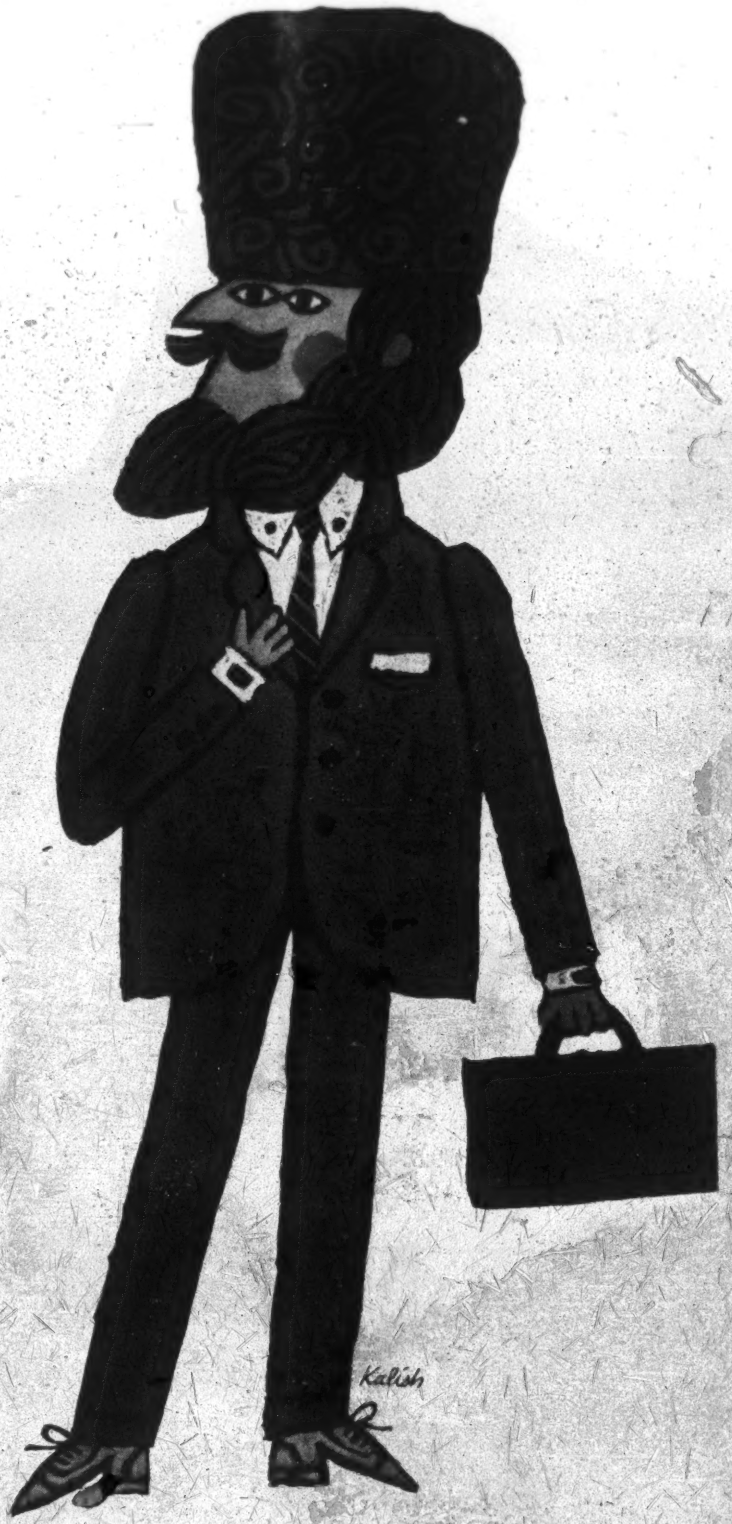
•

Now that we're back to standard time in all parts of the country, the appropriate query may well be, "If winter comes, can daylight saving be far behind?"

•

Don't blame San Franciscans for hoping out loud that Casey Stengel will work his magic in Candlestick Park and ultimately lead the Giants against the Yankees in a World Series.

COPY CUB.



The significance for American business of...

The Man in the Gray-Flannel Kostium

MOSCOW, Oct. 1—*Madison Avenue may be pleased to know that advertising is gaining in favor in the Soviet Union. Although it was once disdained as a capitalist device, the Soviets now find advertising necessary to market consumer goods . . . (but) there are demands for improvement in Soviet advertising. After the ad, "Drink the Beer of the Main Beer Agency" appeared, the trade union newspaper asked: "What other beer* is *there to drink?"—Excerpt from news dispatch in The New York Times.*

Now that the Russians have invented advertising, how far do they intend to carry the *bol?* Will we soon be hearing about Ivan-League suits? Morning borscht breaks? Copy Commissars and five-year plans boards? For all we know, "That's how the bliny crumble" and "I'm just talking off the top of my babushka" are already making the rounds in Moscow. And no Russian could go wrong with, "Let's put it on the troika and see who gets off at the Kremlin."

Titillating as this prospect may be, Russia's rapprochement with advertising is, we believe, significant. It reveals that, even in a controlled society, advertising is essential. With only one brand of beer to sell, the Russians learned they can't sell it unless people are stimulated to buy.

But somehow we are not optimistic about the future of advertising behind the Iron Curtain. A Russian ad caption—"The quality of this herring is in no way inferior to other brands"—makes us wonder whether the gray-flannel-kostium boys have grasped the essentials. Their problems are compounded by high prices and poor quality of most Soviet goods . . . by shortages . . . by low consumer income . . . by rigid government controls. Just how effective can advertising be when, for example, your media director tells you to run your ad in *Pravda—or else?*

★ ★ ★ As a leading advertising medium in the United States, we at LOOK are inclined to plump for the American way. Lots of media, true. Many tough decisions. But when the right decision is made, results are often spectacular. That LOOK has been, and *is,* the right media decision for many advertisers is attested to by the fact that, for 21 consecutive years, the first 9 months of each year have set a new LOOK record in ad revenue. (In circulation, too.) This year is no exception. The first 9 months of 1960 were, *by far,* the biggest in LOOK history. And not one insertion order from Moscow!

LOOK

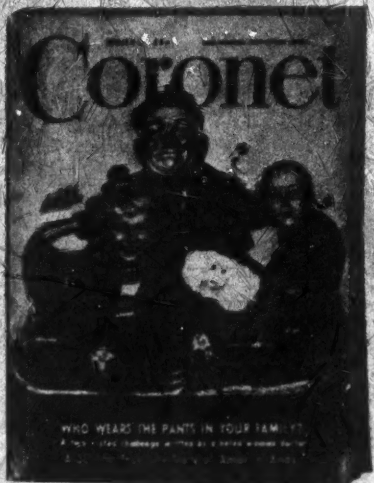
A GALLERY OF

NOVEMBER, 1936 —24 [illegible] ago the first issue of Coronet appeared. It was an artistic publication devoted to the finest in cultural articles, paintings and photographs. It sold for 35 cents and achieved a small, but enthusiastic audience.

CORONET
JANUARY, 1940
TWENTY-FIVE CENTS

JANUARY, 1940 —Coronet changed its format to one featuring concise, informative articles on broad-interest subjects and vivid, human picture stories. With this new policy, circulation started to climb.

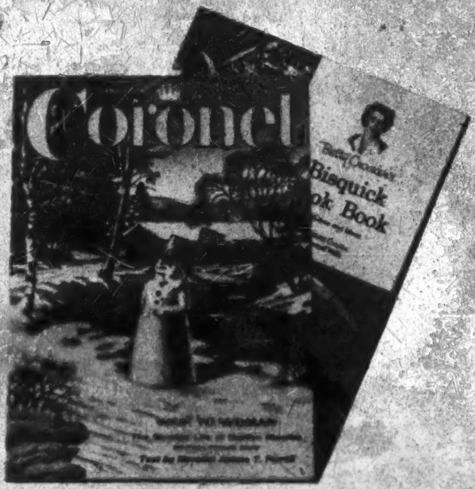
JANUARY, 1942 —"Your Best Bet Is Coronet" campaign was started and with ½ million circulation, Coronet became a "mass" magazine with a policy that featured articles of wide general interest, picture stories and other editorial "exclusives."


Coronet
WHO WEARS THE PANTS IN YOUR FAMILY?

MARCH, 1948 —The first issue of Coronet which accepted advertising. Two of the companies which appeared that month are still advertising in Coronet.

Coronet
WHY THERE'S ONLY ONE KATE SMITH
HOW TO STRETCH YOUR VACATION DOLLARS

JUNE, 1952 —Over the years, Coronet has published more multi-page advertising sections than any other consumer magazine. In this issue, North American Van Lines ran Coronet's first 8-page ad. Subsequently, this advertiser ran two more 8-page sections.


Coronet
Betty Crocker's
Bisquick
ok Book

JANUARY, 1957 —First removable advertisement in a mass consumer magazine—28 pages from General Mills, featuring "Bisquick" recipes.

CORONET FIRSTS

NOVEMBER, 1960

The first issue of Coronet to carry ½ million dollars worth of advertising, and the biggest in ad pages in Coronet history. Over the last four years, advertising has shown a gain every year—with 1960 ad pages up 20% over 1959. Circulation now at an all-time high—over 3,100,000 net paid.

CORONET
35c NOVEMBER
"The Greatest Story of Our Century"
by Leon Uris
author of *Exodus*
Mysterious Cancers That Cure Themselves

A Prediction:
1961 will be Coronet's year of greatest achievement.

Photos by Flatow

Cuba Nationalizes McCann

The McCann-Erickson office in Cuba has been taken over by the government. McCann has informed its clients in the U.S. that since it no longer has control over the office, it cannot offer service in Cuba. McCann-Erickson de Cuba was formerly one of the largest agencies in Havana. The top executives of the Cuban office left the country earlier this year.

Santamaria Joins Vick

Louis E. S. Santamaria, formerly president of Revlon International, has joined Richardson-Merrell, New York, as exec vp of the Vick international division.

Loudon Boosts Pollock

Henry A. Loudon Advertising, Boston, has appointed William K. Pollock copy director. Mr. Pollock has been a copywriter at Loudon since 1956.

Media Records Says Newspaper Linage Off 2.8% in September

New York, Nov. 1—Media Records' check of newspaper ad linage in 52 cities showed total linage in September at 240,074,046 lines, off 2.8% from linage in September, 1959.

Linage for the first nine months of 1960 totaled 2.1 billion lines, a 2.1% gain over linage in the like period the preceding year.

Losses were reported in every category in September except retail and automotive. Retail linage, at 134,332,761 lines, showed a slight gain of 0.2%. Automotive linage, at 12,253,315, gained 0.1%.

Biggest loss in September was in general linage, down from 32,410,936 lines in September, 1959, to 28,781,517 lines in September of this year.

Losses were also reported for the financial (off 5.3%), total display (off 1.9%), and classified (5.1%) categories. Department store linage fell 4% in September.

Welch Succeeds Redhead as Office Manager at F&S&R

George A. Welch

Fuller & Smith & Ross, Pittsburgh, has appointed George A. Welch, vp, manager of its Pittsburgh office.

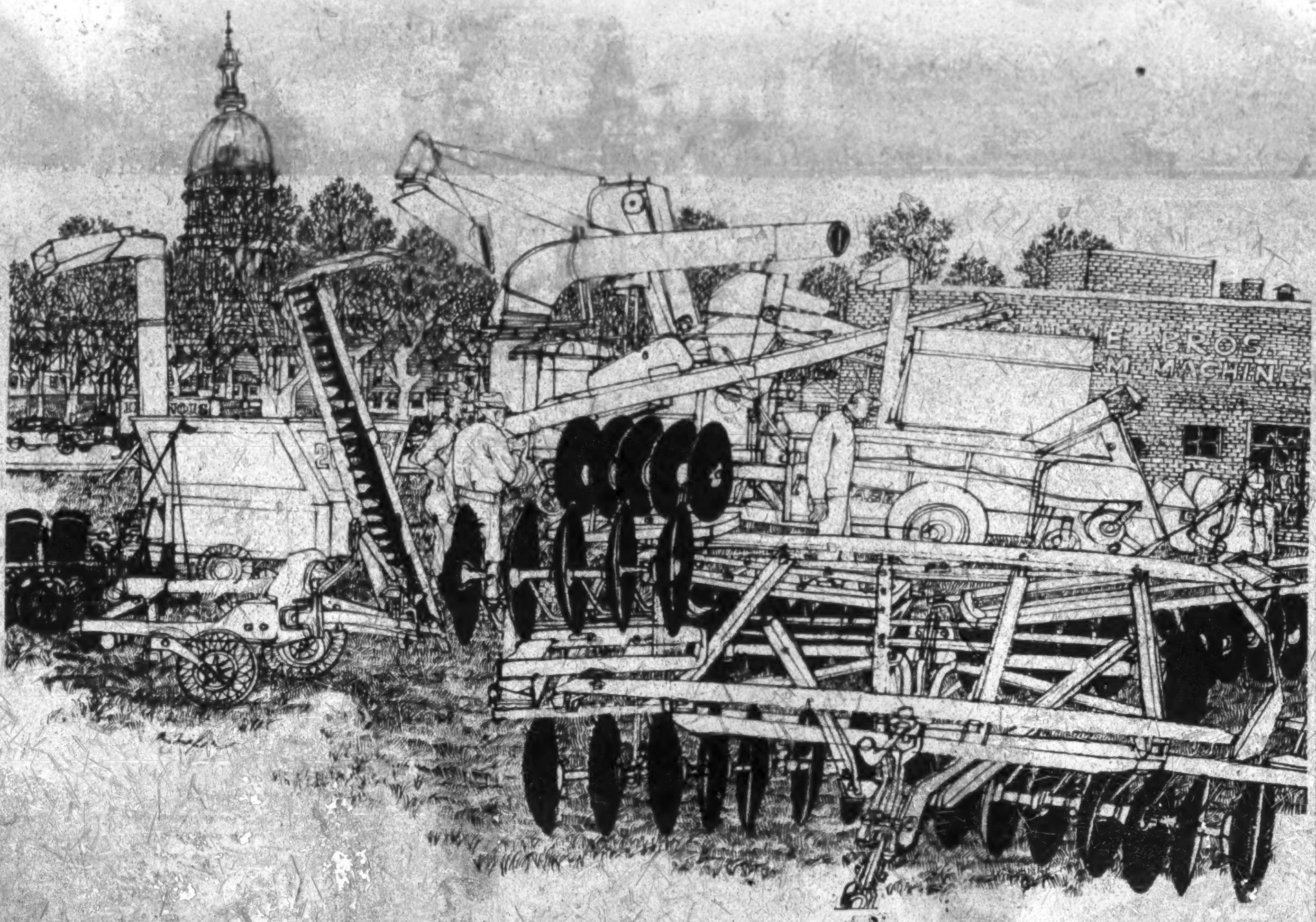
Mr. Welch succeeds Hugh Redhead, who has resigned to join Mellon National Bank & Trust Co., Pittsburgh. The bank is an F&S&R account. In Chicago, F&S&R has named Michael F. Twomey Jr., formerly sales promotion manager of O'Brien Paint Corp., South Bend, manager of its public relations division.

Sterling Names Ayer

Glenbrook Laboratories, a division of Sterling Drug, has appointed N. W. Ayer & Son, New York, to handle advertising for an unidentified new product. Ayer is a newcomer to the Sterling agency roster.

Andrews Joins Dow as VP

John Andrews has joined Dow Co., Omaha agency, as art director and vp. Mr. Andrews, a livestock and poultry illustrator, serviced clients in 43 states and 12 foreign countries with his farm art before joining Dow.


FARM MACHINERY FOR THE SPRINGFIELD MARKET -- Drawing by Franklin McMahon, noted Illinois artist

SPRINGFIELD
ILLINOIS

STATE CAPITAL...
ECONOMIC CAPITAL

Springfield is the capital of Illinois and the economic capital of an 11-county market in the heart of the state. Agriculture, diversified industry, tourism, and a variety of governmental enterprises contribute to the balance, stability, and prosperity of the market.

Whatever you're selling, you'll sell Springfield best through two historic newspapers: **Illinois State Journal** and **Illinois State Register**.

These dailies offer dominant coverage: 100% in Sangamon County (Springfield) and 60% in the entire trading area. Both provide active merchandising support and top quality R.O.P. color. (Write for color samples.)

Illinois State Journal
ILLINOIS STATE REGISTER

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers Covering Springfield, Illinois — Northern Illinois — San Diego, California — and Greater Los Angeles. Served by the Copley Washington Bureau and the Copley News Service

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

EVERY HOUR
NEW YORK TO
BOSTON
AT 15 MINUTES
AFTER EVERY HOUR
Between 6:15 AM and 12:15 AM
from LA GUARDIA
(except 11:15 PM)

EVERY HOUR
NEW YORK TO
WASHINGTON
AT 25 MINUTES
AFTER EVERY HOUR
Between 7:25 AM and 11:25 PM
from LA GUARDIA
(except 10:25 PM)

Use your Diners' Club or
Carte Blanche card

NORTHEAST
AIRLINES

How do we know? We tried it! We selected a group of food and drug products which have earned the Good Housekeeping Guaranty Seal, and instructed two different research organizations to determine the effect of the addition of the Seal on the brands in question.

Sales in test stores were measured for two weeks without the Seal on the packages, and for the next four weeks with the Seal added. Sales for all competing brands were also measured the entire six-week period.

What do the figures in the chart mean?

In all four product categories, addition of the Good Housekeeping Guaranty Seal *increased sales* of the brands entitled to use it.

In all four product categories, addition of the Good Housekeeping Guaranty Seal caused greater sales increases than those registered by all other brands.

The Good Housekeeping Guaranty Seal is the practical application to modern packaging of 14 of the most powerful selling words ever written:

"replacement or refund of money guaranteed by Good Housekeeping if not as advertised therein"

The Guaranty Seal can cut down the introductory time of a new product by months, even years. It can also help keep an established product selling against its competition.

If your package isn't working as hard as you feel it should for the money you have invested in it, we suggest some thoughtful consideration of the advantages of the Guaranty Seal, a tool offered only by Good Housekeeping. This is another marketing service that makes Good Housekeeping different from any other advertising medium.

To get full details of this latest four-product test, and start your package along the road to possible addition of this valuable working element, write Calvin C. Herge, Good Housekeeping Magazine, 57th St. at Eighth Ave., New York 19, N. Y.

SALES PERFORMANCE AFTER SEAL WAS ADDED		
SALAD OIL	Good Housekeeping Seal Brand All other brands	+ 23.4% + 9.5%
SALAD DRESSING	Good Housekeeping Seal Brand All other brands	+ 28.8% + 3.6%
PANCAKE MIX	Good Housekeeping Seal Brand All other brands	+ 49.8% + 31.3%
DRUG PRODUCT	Good Housekeeping Seal Brand Other brand	+ 13.1% 31.6%

GOOD HOUSEKEEPING

MAGAZINE AND INSTITUTE

... because nothing persuades and sells like the truth

TEA LEAVES IN CHINA?
NO...COUNT OF Elks ARTICLES BY NOTED WRITERS!

Elks Magazine Editorial Profile:
Business, travel, current events, hunting and fishing, "do-it-yourself"... these are some of the topics that, in addition to fraternal news, whet the reading appetites of 1.2 million Elks every month.

Add an interesting array of fiction, plus articles on sports or matters of national importance...that's a general outline of The ELKS Magazine.

This appealing editorial package, penned by noted writers, invites readership... provides the right setting for your advertising. It's the best way to sell the #1* men's market.

*1960 Starch Report . . . ask your local ELKS Representative to show you a copy

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

YOU MAY NEVER WRITE A $35 MILLION MUSICAL*—

BUT... WKZO-TV's Popularity In Kalamazoo-Grand Rapids Will Be Music To Your Ears!

NSI SURVEY—GRAND RAPIDS-KALAMAZOO AREA
June 6-July 3, 1960

Quarter Hours in Which Stations Deliver Most Homes

	No. of Quarter Hours		Per Cent of Total	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon thru Fri.				
7:30 a.m.-Noon	80	10	89%	11%
Noon-6 p.m.	70	50	58%	42%
Sun. thru Sat.				
6 p.m.-9 p.m.	79	5	93%	7%
9 p.m.-Sign off	76	8	81%	19%

The latest facts about Kalamazoo and Grand Rapids are that, according to Television Magazine, *each* is among the 55 fastest-growing markets in population and households.

WKZO-TV is your most effective selling medium in this important market—delivers *far* more viewers than any other station. (See NSI box.)

Keep pace with the growth in Kalamazoo and Grand Rapids on WKZO-TV . . . *And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule!*

*10 million people have paid a record $35 million to see the Rodgers and Hammerstein musical, "Oklahoma"

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV
100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

If Republican **John V. Lindsay** isn't reelected congressman in New York's "silk stocking" district, it won't be for lack of support from prominent New York admen. Serving on the main reelection committee are **Bruce Barton**, BBDO chairman; **Sigurd Larmon**, head of Young & Rubicam; and **Sylvester "Pat" Weaver**, chairman of McCann-Erickson International. In addition, letters have been sent out to admen living in the Lindsay district by an advertising men's committee headed by six co-chairmen—**William R. Baker Jr.**, chairman of Benton & Bowles; **David B. McCall**, vp at Ogilvy, Benson & Mather; **Rolland W. Taylor**, president of Foote, Cone & Belding; **Richard L. Brecker**, account representative at JWT; **Mr. Weaver** and **Mr. Larmon**. Serving on the committee are 21 other admen, including **Norman Strouse**, JWT president; **Charles Rheinstrom**, JWT vp; **Anderson "Andy" Hewitt**, senior vp at Compton; and **Richard Neff**, Compton copywriter.

William Franke · John Davis · Hugh Davis · Comdr. Davis · Lois Davis · Barbara Davis · J. E. Davis · Mrs. J. E. Davis

PROUD FAMILY—*Cmdr. John F. Davis, son of J. E. Davis, former Curtis Publishing Co. vp, is shown with his family and Navy Secretary William B. Franke at the Pentagon after receiving the Navy's Distinguished Flying Cross for setting a new world jet speed record. Cmdr. Davis flew at 1,390.21 mph in a test near Edwards Air Force base, California. With him are his parents, Mr. and Mrs. J. E. Davis, Chicago; his wife, Lois; and children, Barbara, John and Hugh. Cmdr. Davis' brother is Robert A. Davis, general ad manager of Kraft Foods, Chicago.*

John E. Fetzer, head of the John E. Fetzer group of radio-tv stations in Michigan and Nebraska, has taken over the presidency of the Detroit Tigers, ending the turbulent reign of Bill DeWitt—thus becoming the fourth president in as many years for the baseball club. For some time the broadcasting exec has headed a group owning one-third of the baseball club, and last month gained majority control by purchasing another one-third. The remaining third is controlled by **Fred Knorr**, president of WELL, Battle Creek . . .

Irwin A. Vladimir, head of Gotham-Vladimir, New York, is on an extended globe-girdling trip, visiting associate agencies in 12 countries . . . **Dick Roney**, publisher of *Conover-Mast Purchasing Directory*, tied for second in the open individual event at the Missouri State Bridge Tournament in St. Louis . . .

The U.S. will soon have its first white tiger, thanks to **John W. Kluge**, head of the Metropolitan Broadcasting Corp.—and ten months of negotiation with the Maharajah of Rewa, who owns the only four such tigers in captivity. Mr. Kluge is now in India to collect the animal. After several appearances on the Metropolitan stations, the tiger will be presented to the National Zoological Park in Washington, D. C., as a "gift to the children of America" . . .

Sports Illustrated's ad promotion man **Bill Ely** is celebrating the birth of his first child, a son, Bradford Keller, on Sept. 14 . . . It's also a son for **Arthur C. Hardie**, in the radio-tv department of Ted Bates & Co. Born Oct. 18, the new arrival has been named Christopher Michael . . .

Gene A. Kotouch, account exec on U.S. Steel at BBDO, Pittsburgh, is back at work after a wedding trip to New Orleans with the new Mrs. Kotouch, the former Marianna Boes . . . It was a Caribbean honeymoon for **Thelma Hepburn**, publicity director of *Newsweek*, and Douglas Allis, an assistant vp at Irving Trust Co. . . . **Patricia Fitzpatrick**, Time Inc., and Bill Colgan, statistical research director of the National Paper Trade Assn., will be married in January . . . It will be a December wedding for Phyllis B. Picker, daughter of Arnold Picker, vp in charge of foreign operations of United Artists Corp., and **Lawrence Dessner**, McKim Advertising, Toronto . . . Chere Moran was married Oct. 22 to Richard Pape, grandson of **William J. Pape**, publisher of the *Republican* and *American*, Waterbury, Conn., and son of William B. Pape, assistant publisher of the newspapers . . .

Merle S. Jones, president of CBS Television Stations Division, and Mrs. Jones left Oct. 25 on a six-week tour of Australia, Japan, Hong Kong, Bangkok, India, Lebanon, Syria, Hungary, Moscow, Sweden and Honolulu . . .

Dave Abbey, who was named manager of the Minneapolis-St. Paul office of the Katz Agency when the media representative opened its branch in the Twin Cities this year, believes everything good comes in pairs. Mr. and Mrs. Abbey became the parents of twins, Robert and Bruce, on Oct. 14 . . . A third child, second son, was born Oct. 17 to Time ad promotion's **David McCullough** . . .

Charles A. Breskin, chairman of the board of Breskin Publications Inc., New York, was given the John W. Derham memorial lecture medal by the plastics industry of Australia at a three-week session on the progress of plastics there.

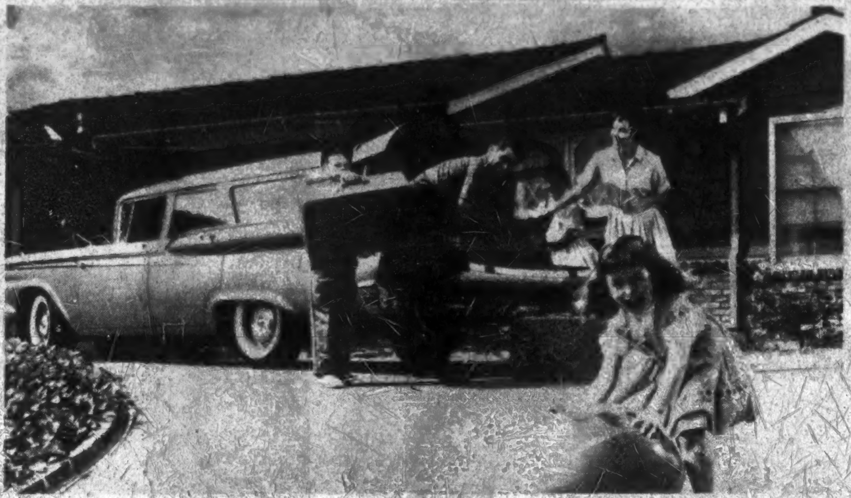
YOU NEED THE MIRROR IN LOS ANGELES

LOS ANGELES CONTINUING HOME AUDIT

Year around in-the-house measurement of buying habits in Los Angeles County since 1945

HERE IS A SUMMARY OF FINDINGS FROM THE LOS ANGELES CONTINUING HOME AUDIT

The validity of marketing and media data from the Audit is accepted by local and national advertisers and advertising agencies. For 15 years, 1,000 different families have been interviewed every other month—over 90,000 to date. An independent research company, Facts Consolidated, conducts the interviews scientifically and impartially.



THE MIRROR IS SECOND IN LOS ANGELES IN COVERAGE OF HIGH INCOME FAMILIES

Findings of the Continuing Home Audit for the last full year (1959) reveal that The Mirror ranks second in the Los Angeles weekday metropolitan newspaper field in number of families earning $10,000 a year or more. In the $5,000-a-year-and-up category, The Mirror also takes second place with a convincing lead over the third and fourth papers.

THE MIRROR IS SECOND IN LOS ANGELES IN COVERAGE OF FAMILIES OWNING HOMES

The Audit's figures show that 163,287 Mirror reading families own their homes. This is 4,982 more than the third paper; 16,619 more than the fourth. From this commanding second place position, The Mirror offers "solid-citizen" readership for advertisers. Only the morning Times rates higher than The Mirror among weekday metropolitan newspapers in this important classification.

THE MIRROR IS SECOND IN LOS ANGELES IN REACHING FAMILIES WITH CHILDREN

Over 466,000 children under 18 are in the families who read the Los Angeles Mirror. Here again, The Mirror ranks second in total numbers. In percentage, The Mirror is a standout first with 65% of reader families having youngsters. Mirror families are primarily young families—over 75% of the homemakers are 49 years of age and under.

THE MIRROR IS SECOND IN LOS ANGELES IN MANY IMPORTANT WAYS FOR ADVERTISERS

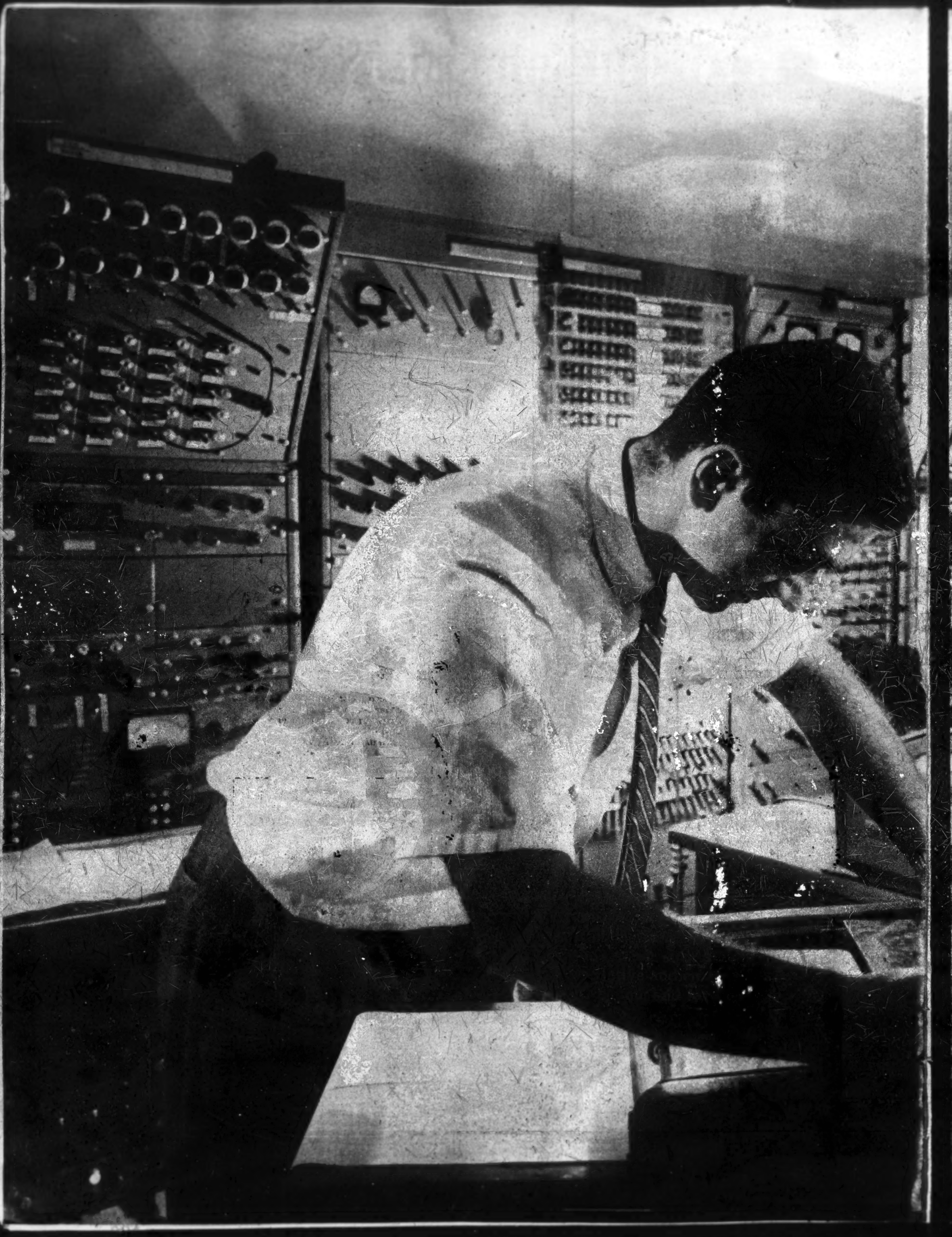
The Los Angeles Continuing Home Audit will show you many more facts to prove that The Mirror should be your number two selection among the four metropolitan weekday newspapers in America's second largest market. To get these additional details write or call the Mirror-Promotion Department or any office of O'Mara & Ormsbee.

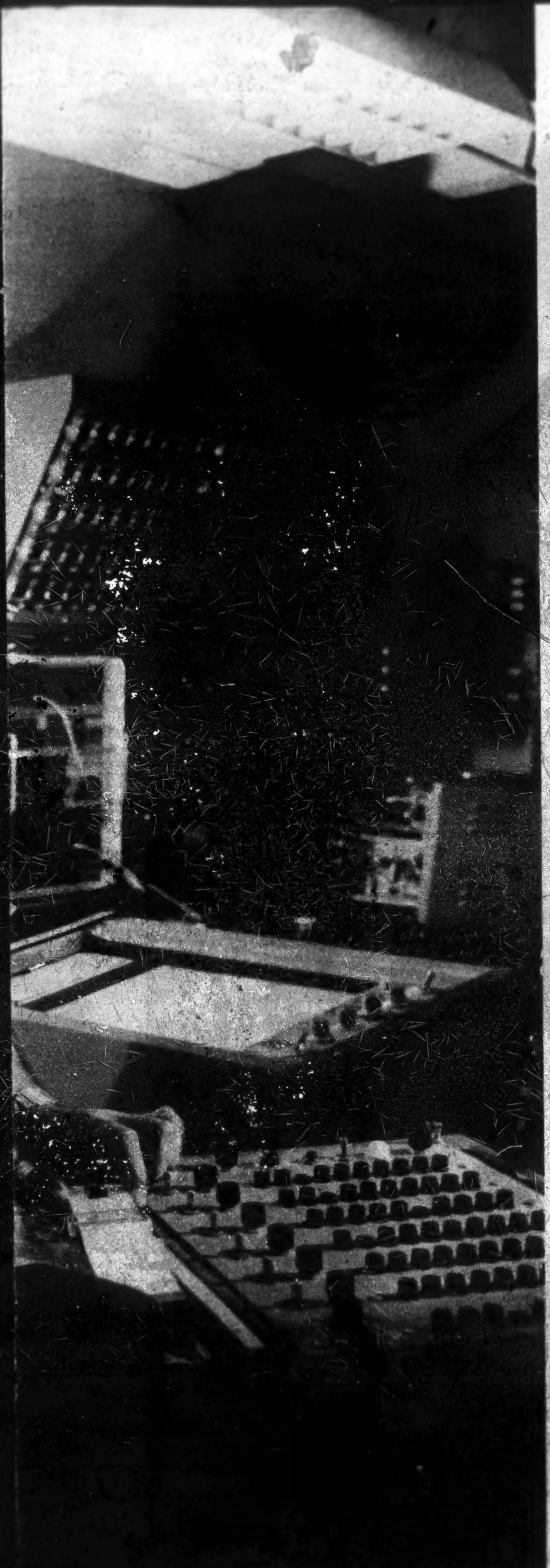
Largest Evening
Home Delivered Circulation
in the West

LOS ANGELES MIRROR

A Quality
Newspaper
Edited to Merit
the Respect of
Its Readers

NORMAN CHANDLER, PRESIDENT, THE TIMES-MIRROR COMPANY • REPRESENTED BY O'MARA & ORMSBEE —NEW YORK, CHICAGO, DETROIT AND SAN FRANCISCO





BASIC TEST FOR MEDIA SELECTION:

Ask anyone, anyone you're trying to sell in the aerospace market, what publication he reads and respects most.

A powerful editorial force is a powerful selling force.

Aviation Week
and Space Technology

A McGraw-Hill Publication, 330 West 42nd St., New York 36, N.Y.

ABC PAID CIRCULATION 78,983

Analog Computer Lab—Raytheon

NATIONAL CATHOLIC FAMILY MAGAZINE

"Actually the best mail order medium we have," says national advertiser.

JAN. ISSUE CLOSES NOV. 20

Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176

St. Anthony
MESSENGER

Best Buy in Ohio..
Sterling
OUTDOOR ADVERTISING CO.
56 N. Summit St. Akron, Ohio

12¢ per thousand
9.3 T.A.B. rating

an H. H. SEFF CO.
established over a Third of a Century

C&W Names Three

Cunningham & Walsh, Chicago, has named Kenneth Mason a vp and chairman of the executive committee. He joined the agency earlier this year as an account supervisor. Previously he had been with Kenyon & Eckhardt and Earle Ludgin & Co. C&W, Chicago, also has named Marian Manzer, formerly with Campbell-Mithun, a media buyer, and Helen L. Williams, who previously operated her own consultation and free lance copy service, to the copy staff.

Seagram Plans Yule Push for Its V.O., 7-Crown

NEW YORK, Nov. 1—Seagram's 7-Crown blended whisky—perennially the most advertised and largest selling U.S. brand—will get another massive push this Christmas with a national ad campaign breaking early in December in *Life* and *Look*.

Estimated to have gotten a $6,000,000 push last year ($2,900,000 of it in newspapers and $1,800,000 in magazines), 7-Crown will tie in with Seagram's V. O. Canadian whisky and Seagram's Extra Dry gin in "the greatest concentration of consumer advertising in this period in the history of the industry."

- Packaged in a classic decanter, 7-Crown will also be backed by color pages and two-color, 1,000-line ads in newspapers in major markets. More than 600 newspapers in 590 markets are scheduled.

A tapestry-like scene is the background of the 7-Crown ad to appear as a color spread in *Life* and *Look* and as a color page in *American Legion, Argosy, Elks, True* and *V. F. W.* magazines.

The V. O. brand will be advertised in more than 200 newspapers, featuring color pages in major markets. Magazine advertising for V. O. will include color spreads in *Esquire, Life,* and *Look,* and color pages in *Ebony, Fortune, Holiday, Newsweek, Sports Illustrated* and *Time*.

Seagram extra dry gin will be featured in color pages in such magazines as *Holiday, Newsweek, Sports Illustrated, The New Yorker, Time* and *U. S. News & World Report*. #

National Research to Launch Businessmen's Record Club

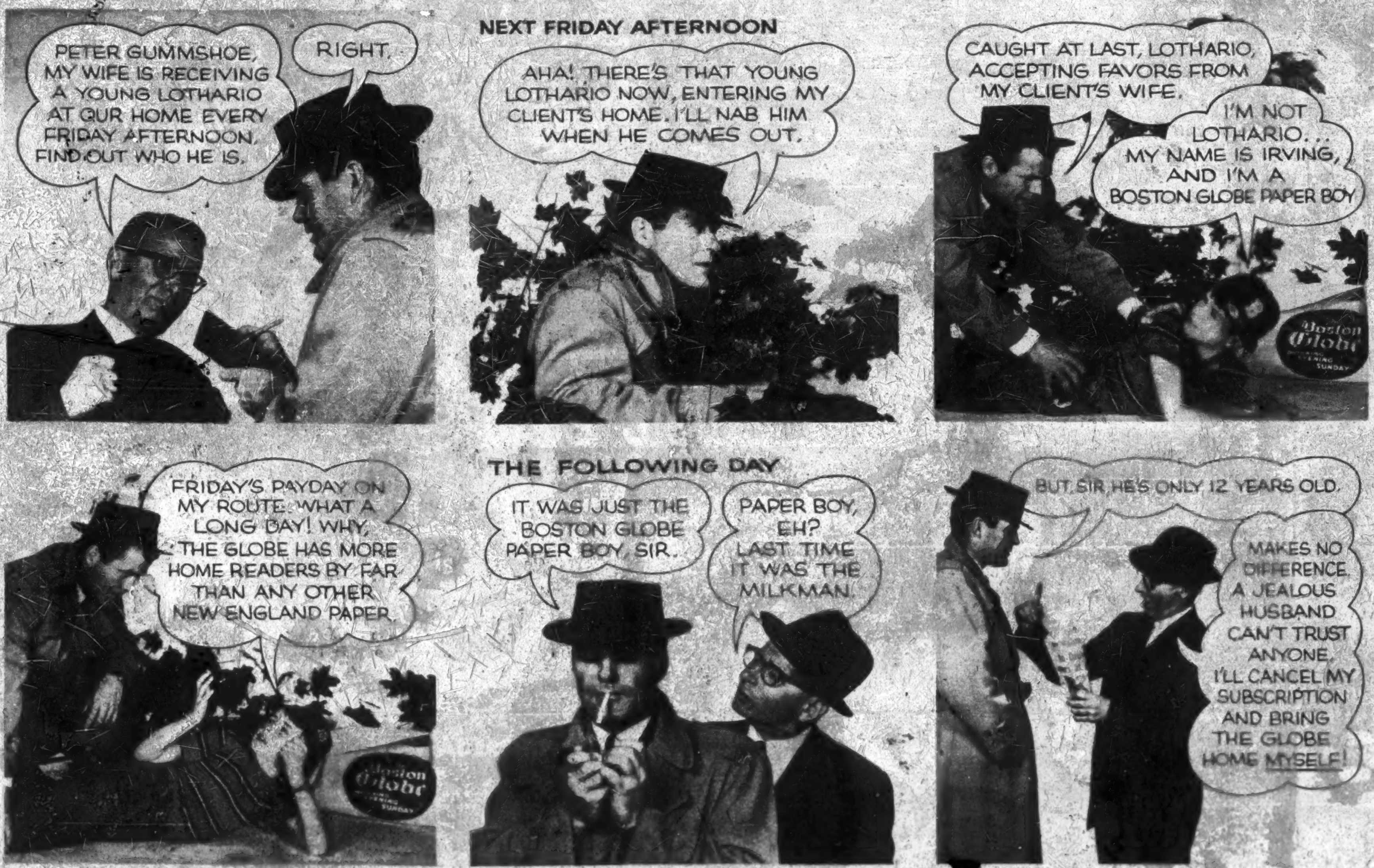
National Research Bureau, Chicago, has appointed Robert Stone president and Donald C. Reaser general manager of its new Businessmen's Record Club division, 415 N. Dearborn St., Chicago. Mr. Stone was formerly a vp of National Research and Mr. Reaser was formerly in customer relations with the company.

The BRC, launched Nov. 1, is a unique record-of-the-month club, designed especially for business men. Topics to be covered in the lp records will include personality development, public speaking, selling products to individuals or groups, and telephone selling techniques. In addition, the club will offer a wide selection of historical records, folk music, popular, jazz and classical music on leading labels. Club members will also receive a monthly magazine, "Businessmen's Record Review," which will list the current business record-of-the-month, along with other records available to club members.

Curcio Adds Account

Professional Products Co., Lynn, Mass., drug company, has appointed Andrew Curcio Advertising, Cambridge, Mass., to handle its advertising. Peptoban, a new stomach tonic, will be introduced in November with a newspaper campaign in Boston and other New England cities.

Private eye solves The Boston Globe Caper


PETER GUMMSHOE, MY WIFE IS RECEIVING A YOUNG LOTHARIO AT OUR HOME EVERY FRIDAY AFTERNOON. FIND OUT WHO HE IS.
RIGHT.
NEXT FRIDAY AFTERNOON
AHA! THERE'S THAT YOUNG LOTHARIO NOW, ENTERING MY CLIENT'S HOME. I'LL NAB HIM WHEN HE COMES OUT.
CAUGHT AT LAST, LOTHARIO, ACCEPTING FAVORS FROM MY CLIENT'S WIFE.
I'M NOT LOTHARIO... MY NAME IS IRVING, AND I'M A BOSTON GLOBE PAPER BOY.
Boston Globe
THE FOLLOWING DAY
FRIDAY'S PAYDAY ON MY ROUTE. WHAT A LONG DAY! WHY, THE GLOBE HAS MORE HOME READERS BY FAR THAN ANY OTHER NEW ENGLAND PAPER.
Boston Globe
IT WAS JUST THE BOSTON GLOBE PAPER BOY, SIR.
PAPER BOY, EH? LAST TIME IT WAS THE MILKMAN.
BUT SIR HE'S ONLY 12 YEARS OLD.
MAKES NO DIFFERENCE. A JEALOUS HUSBAND CAN'T TRUST ANYONE. I'LL CANCEL MY SUBSCRIPTION AND BRING THE GLOBE HOME MYSELF!

The Boston Globe really gets home in New England. Its home readership figures are tops for any paper in the area. And that's not all. Because the morning and evening editions of The Globe are practically the same, nobody reads them both. This means almost no self-duplicated circulation. Other Globe bonuses: biggest Sunday circulation, more total linage, more classified than any other Boston paper. End result: more of everything — especially readers.

The Boston Globe
gives you
more of everything
...especially readers

A MILLION MARKET NEWSPAPER • NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

It's New! It's Revolutionary!

The Houston Chronicle Now Offers Both FREQUENCY LINAGE and BULK LINAGE DISCOUNT CONTRACTS

UP TO 20% Discounts

ON ALL GENERAL ADVERTISING

FREQUENCY LINAGE CONTRACT DISCOUNTS

The discount for the frequency linage contract also applies to color premiums.

Size of Advertisement	Discount 5 Times In 12 Months	Discount 10 Times In 12 Months	Discount 20 Times In 12 Months	Discount 30 Times In 12 Months	Discount 40 Times In 12 Months	Discount 50 Times In 12 Months
100- 299 Lines	1%	2%	4%	6%	8%	10%
300- 599 Lines	2%	4%	6%	8%	10%	12%
600- 999 Lines	3%	6%	8%	10%	12%	14%
1000-1499 Lines	4%	7%	10%	12%	14%	16%
1500-2399 Lines	5%	8%	12%	14%	16%	18%
2400 Lines (Full Page)	7%	10%	14%	16%	18%	20%

BULK LINAGE CONTRACT DISCOUNTS

Discounts for bulk linage contract also apply to color premiums.

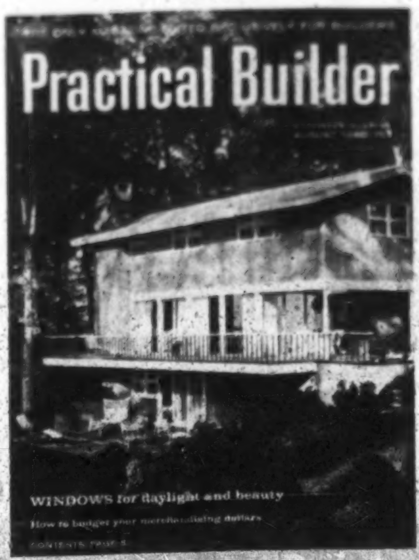
Linage	Discount	Line Rate	
		Daily	Sunday
2,400 Lines In 12 Months	1%	.644	.663
5,000 Lines In 12 Months	3%	.63	.65
10,000 Lines In 12 Months	5%	.618	.637
25,000 Lines In 12 Months	8%	.598	.616
50,000 Lines In 12 Months	10%	.585	.603

In Houston, The Chronicle

Reaches More People
Carries More Advertising
Sells More Merchandise
. . . AND NOW OFFERS ADVERTISERS EXTRA SAVINGS, TOO

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper
The Chronicle is a MUST Buy!
The Branham Company — National Representatives


Practical Builder
WINDOWS for daylight and beauty
How to budget your merchandising dollars
CONTENTS: PAGE 5

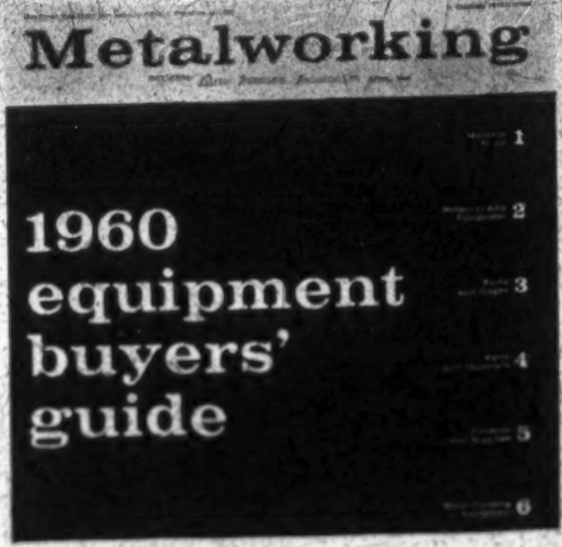
Modern Materials Handling
AUGUST 1960

Building Supply News
FRIZZELL LUMBER CO.
Stores that MOVE hardware

SYMBOL OF SERVICE

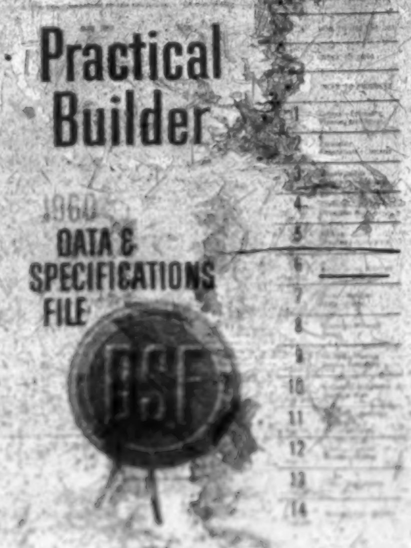
CAHNERS PUBLISHING

Building
SUPPLY NEWS
DEALERS'
and JOBBERS'
DIRECTORY



Metalworking

1960
equipment
buyers'
guide



Practical
Builder

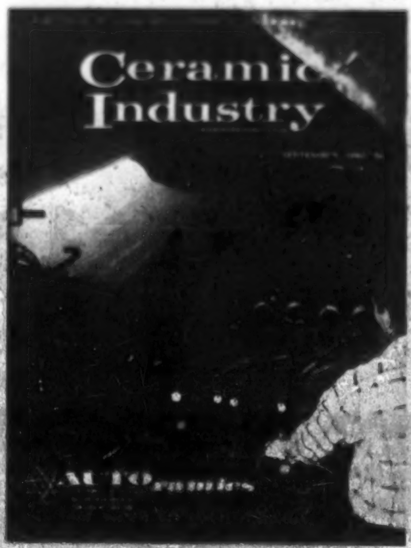
1960
DATA &
SPECIFICATIONS
FILE

DSF

Metalworking
THE NEW MACHINE TOOLS IN ACTION

BUILDING CONSTRUCTION

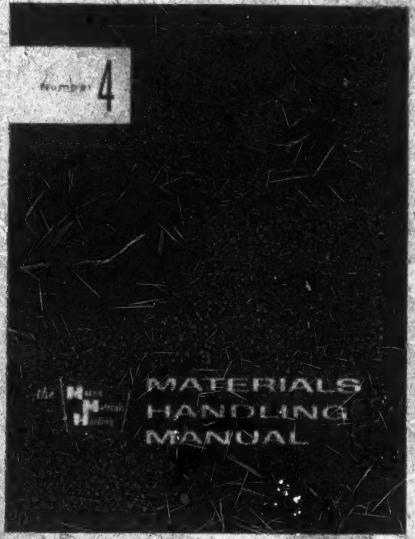
Brick & Clay
RECORD

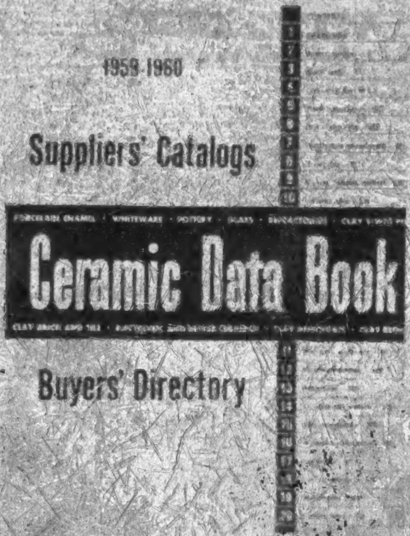

Ceramic Industry

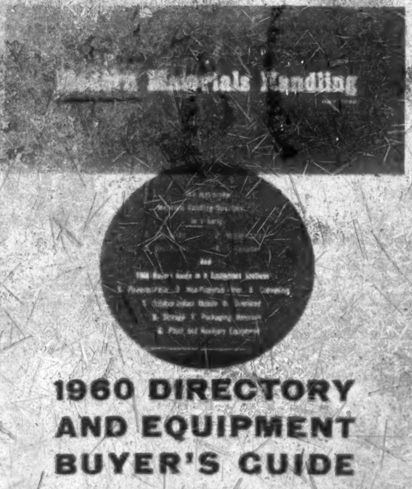
This is the mark of Cahners Publishing Company, Inc.—a symbol representing 302 men and women in 12 offices all over America. . . . It stands for editors, writers, researchers, artists, counselors and clerks. . . . It means the impact of thousands of pictures and words read and believed by over half a million buyers each month. . . . It demonstrates the power of $7,400,000 in advertising invested by 2326 manufacturers this year. . . . It represents a growing company, one of the largest industrial publishers in the United States.

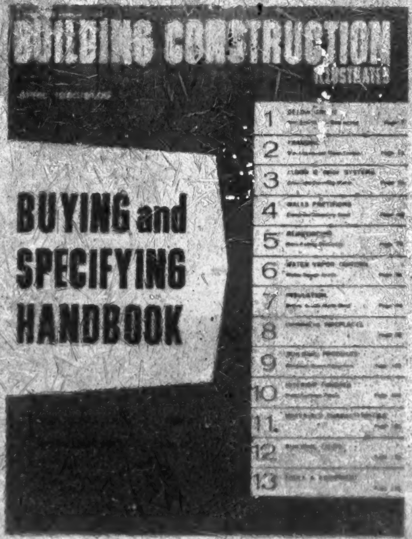
But more than anything else, the Cahners symbol stands for an enlarged capacity for service—to both readers and marketers. It means richer editorial, expanded research and broader publishing resources for each Cahners publication pictured here.

CAHNERS PUBLISHING COMPANY, INC.
The Cahners Building, 221 Columbus Avenue, Boston 16, Massachusetts
Offices in Chicago, Cleveland, Dallas, Los Angeles, Miami, New York, Portland, San Francisco and Seattle.


Number 4
MATERIALS HANDLING MANUAL


1959-1960
Suppliers' Catalogs
Ceramic Data Book
Buyers' Directory


Modern Materials Handling
1960 DIRECTORY AND EQUIPMENT BUYER'S GUIDE


BUILDING CONSTRUCTION ILLUSTRATED
BUYING and SPECIFYING HANDBOOK
1
2
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12
13

COMPANY, INC.

gmp GROUP MARKETING PLAN • quarterly publications sponsored by leading non-competing manufacturers in the field.

MODERN ASSEMBLY PRACTICE

modern PLANT OPERATION & MAINTENANCE

Commercial Kitchen
EQUIPMENT & SUPPLIES

SUPERMARKET EQUIPMENT

WIBG

INFLUENTIAL IN PHILADELPHIA

Leader in Quantity, Quality and Business Establishments Audience. Leader in news and new ideas in Community Service. Latest* Pulse and Hooper total rated time periods.

*Pulse 8-county area, Aug., 1960; Hooper R.A.I., July-Aug., 1960; Hooper Bus. Estab., March, 1960.

Represented by the KATZ Agency, Inc.

WIBG
RADIO 99
WIBGLAND PHILADELPHIA

Another Great STORER Station

Hartung Adds Two Accounts

Pennsylvania Scale Co., Bareville, Pa., has appointed M. W. Hartung & Associates, New Holland, Pa., to handle advertising and public relations. Hartung also has been named to handle advertising for Papec Machine Co., Shortsville, N. Y., producer of feed and forage equipment. Rumrill Co., formerly handled Papec.

United Auto-Lease to Parsons

United Auto-Lease Co., Boston, has appointed Parsons, Friedmann & Central, Boston, to handle its advertising. Parsons, Friedmann also has been named to handle advertising for Clarkeson Engineering Co., Boston.

Mag-Powr Games to Clarke

Mag-Powr Games, Sausalito, Cal., manufacturer of magnetic baseball, football and ice hockey games, has appointed Richard T. Clarke Co., San Francisco, to handle its advertising.

Trend Away from Store Buying Seen; Home's Taking Over

MONROVIA, CAL., Nov. 1—Within the next ten years today's supermarkets and department stores will, in effect, become mail order houses.

The change will be due to a "buying habit revolution," predicts R. S. Avery, board chairman of Avery Adhesive Products and founder of the pressure-sensitive label industry.

He says "central distribution centers" will use catalogs, direct sales people and direct-selling tv commercials to reach their customers, the housewives, in their kitchens or living rooms, where the sales will be made. (E. B. Weiss predicted the development of tv shopping in his column [AA, Dec. 19, 1955].)

Mr. Avery said that more and more consumers are finding in-store shopping inconvenient and wasteful and are turning in droves to buying in the home—from catalogs, by telephone or from direct sales people.

The trend away from store buying is being reinforced by the preselling of many products, which makes it safe to order merchandise without examining it at a store, he said.

Chock Full O'Nuts Goes Into Bus Advertising

Chock Full O'Nuts, a $2,500,000 advertiser in all media last year, has launched into outdoor transit advertising for the first time, with king-size bus posters introducing its coffee in six new markets—Cincinnati, Dayton, Detroit, Flint, Pittsburgh and Toledo.

Handled by Mutual Transportation Advertising, New York, the campaign may be extended to existing markets. Grey Advertising Agency, New York, has the account.

American Viscose to Sell Chemstrand Stock to Monsanto

American Viscose Corp., Philadelphia, has agreed to sell its 50% interest in Chemstrand Corp. to Monsanto Chemical Co., St. Louis, the other partner. Under the proposed plan, American Viscose will receive 3,500,000 shares of Monsanto stock, which will be subject to special voting provisions as long as they are held by Viscose.

If 1½ million is a "must" market...

salt lake is a must!

Salt Lake's two metropolitan newspapers, with four-state circulation, open the sales-door to nearly 1,500,000 prosperous prospects living in this vast marketing area. Make no mistake — this market is different! Buying and selling does not stop at the imaginary boundaries of Salt Lake City, a fact recognized by the Department of Commerce, when they designated the area "The Salt Lake Wholesale Trading Zone." Fill this gap in your marketing map!

Newspapers are the Best National Media.
The Women of America Shop Newspaper Advertising before buying anything.
The people of America Buy 58,000,000 newspapers Every Day.

NAC

The Salt Lake Tribune
(MORNING & SUNDAY)

Deseret News and Salt Lake Telegram (EVENING)

Represented nationally by MOLONEY, REGAN & SCHMITT. Metro Comics Network

In Connecticut, New London's Household Sales Are TOPS!

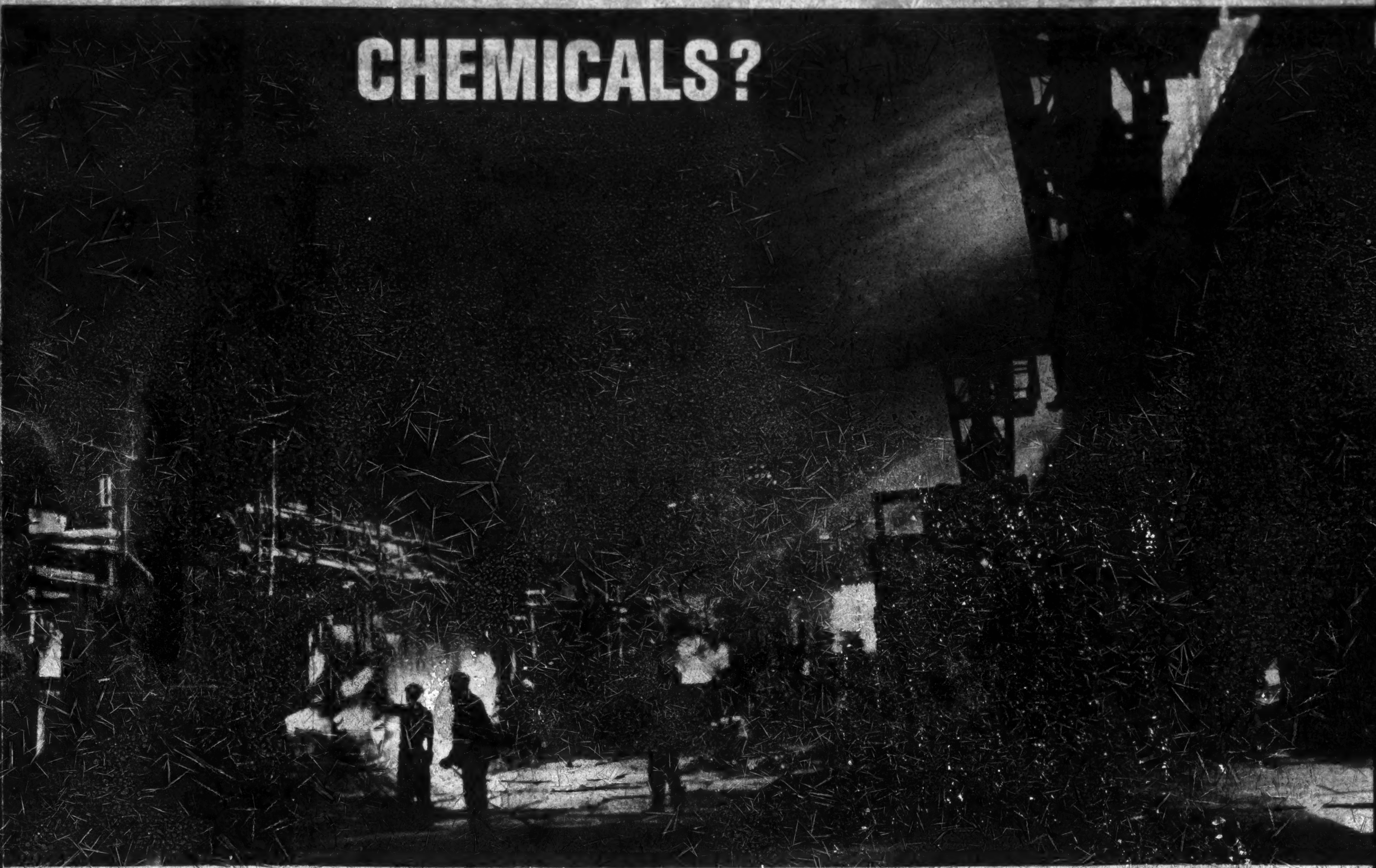
Yes! New London households outbuy other Connecticut households in cities of 25,000 or over population. Total retail sales per average household: a whopping big $7707!*

Make your gain here in The Day, New London's only daily, with 98% city zone coverage.

*SM '60 Survey

The Day
NEW LONDON, CONNECTICUT
National Representatives:
JOHNSON, KENT, GAVIN & SINDING, INC.

WILL RED CHINA FIGHT US WITH CHEMICALS?



If Communist China is really splitting with the Soviet, watch Mao start building up industry like mad. Don't be surprised, but the Far East can become a serious chemical threat. So warn the editors of CHEMICAL WEEK . . . and all over the U.S. Chemical Process Industries, management is weighing its words, counter-attacking with new plans and decisions.

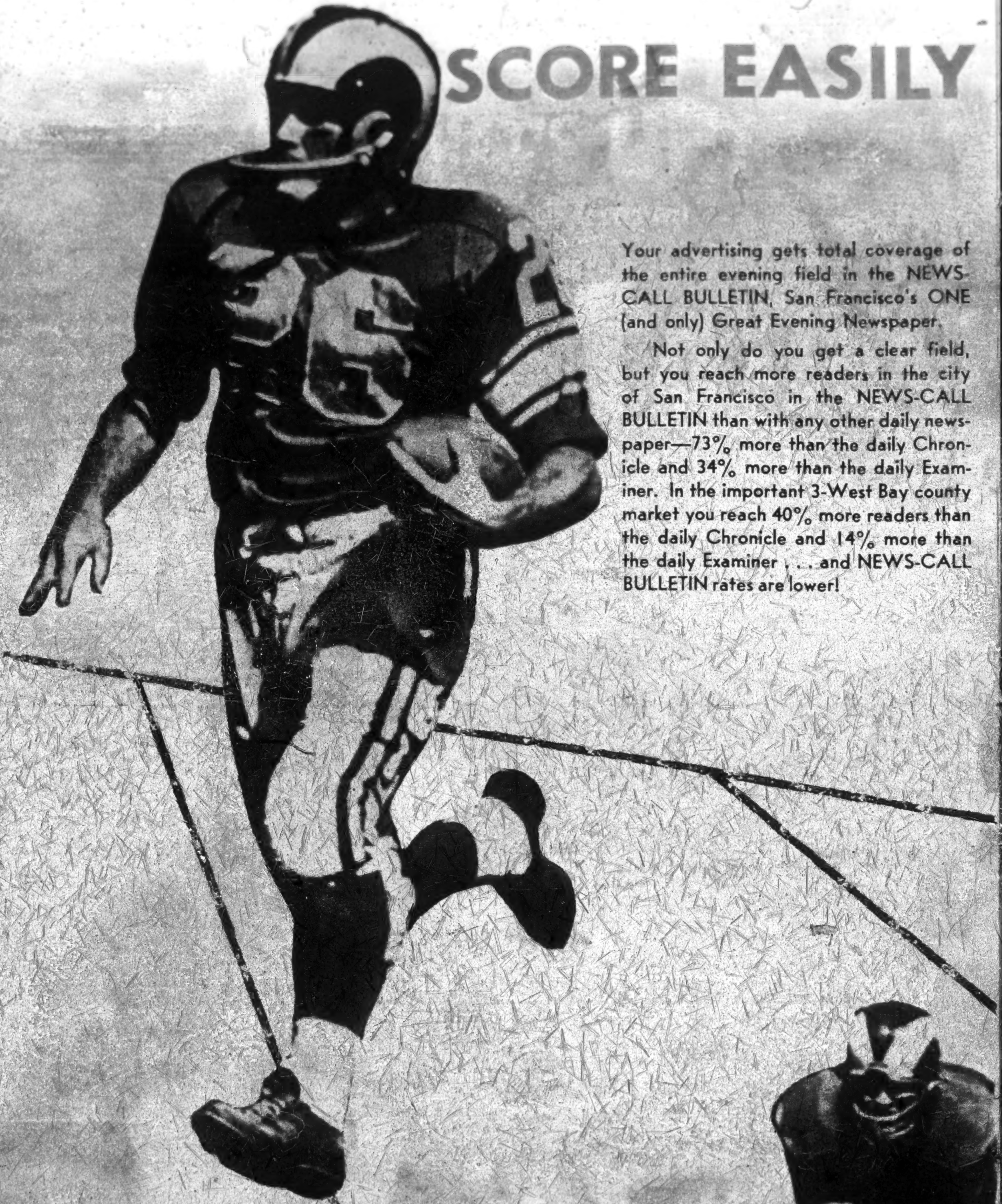
Competitive life in the CPI runs hot and management must keep conditioned to cope with it. Challenge hits on all fronts—products, packaging, plants, processes, prices . . . affects management in all operating areas . . . out in the marketplace or running the plant, turning out today's product or researching tomorrow's.

This is the community of interest in which CHEMICAL WEEK has been so authoritative in ten of the growingest years the CPI has ever known. This is a responsibility CHEMICAL WEEK alone shares with the men-in-command in all job functions. Of all publications in the field only this one is acknowledged *"Industry Spokesman for CPI-Management."* And that's why CHEMICAL WEEK can make more high-profit low-cost sales calls for you!

Chemical Week

A McGraw-Hill Businesspaper (ABC-ABP)

SCORE EASILY



Your advertising gets total coverage of the entire evening field in the NEWS-CALL BULLETIN, San Francisco's ONE (and only) Great Evening Newspaper.

Not only do you get a clear field, but you reach more readers in the city of San Francisco in the NEWS-CALL BULLETIN than with any other daily newspaper—73% more than the daily Chronicle and 34% more than the daily Examiner. In the important 3-West Bay county market you reach 40% more readers than the daily Chronicle and 14% more than the daily Examiner . . . and NEWS-CALL BULLETIN rates are lower!

with the field all to yourself

YOUR SAN FRANCISCO ADVERTISING GETS

UNDIVIDED ATTENTION

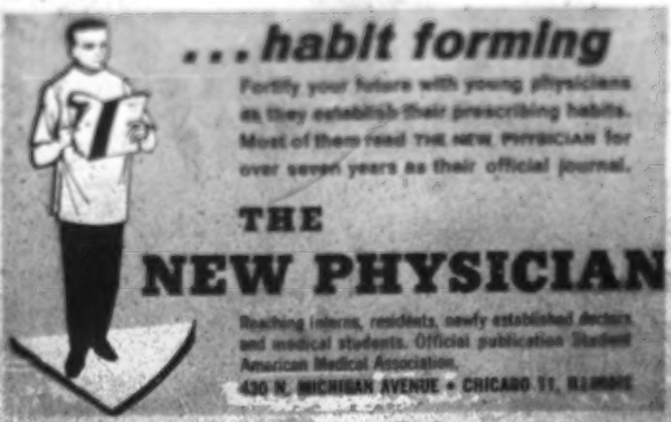
IN THE

NEWS-CALL BULLETIN

Key to the Golden Gate

San Francisco's ONE great Evening newspaper

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT



...habit forming

Fortify your future with young physicians as they establish their prescribing habits. Most of them read THE NEW PHYSICIAN for over seven years as their official journal.

THE NEW PHYSICIAN

Reaching interns, residents, newly established doctors and medical students. Official publication Student American Medical Association.

430 N. MICHIGAN AVENUE • CHICAGO 11, ILLINOIS

NYTA Awards Ad Rights to New El Advertising Co.

New York's Transit Authority has awarded exclusive sales rights of advertising on the city's elevated railway structures to a new outdoor advertising company. Under an arrangement in which the city will be guaranteed at least $1,400,000 in advertising revenue over the next 10 years, El Advertising Co. will install ads—including neon signs—on the city's elevated structures and will pay the authority 25% of gross receipts during the first five years of the contract and 30% of gross during the second five years.

El Advertising is an affiliate of Dissoway & Fisher, a local outdoor advertising company located in Long Island City. Edward A. Pearson, vp and general manager of Dissoway, has been named president of El Advertising.

Dobbs Adds Mister Ease

Mister Ease Inc., New York, men's knitwear manufacturer, has appointed Dobbs Advertising Co., New York, to handle advertising and sales promotion. Media used will include magazines, business publications and direct mail.

Delehanty, Kurnit Moves

Delehanty, Kurnit & Geller Advertising, New York, has moved to 270 Madison Ave.

NBP Issues New 'Sourcebook of Specialized Markets'

WASHINGTON, Nov. 1—National Business Publications has begun the distribution of "The Sourcebook of Specialized Markets," a new 178-page publication designed "to provide easy access to all sources of marketing data available through the member companies of NBP."

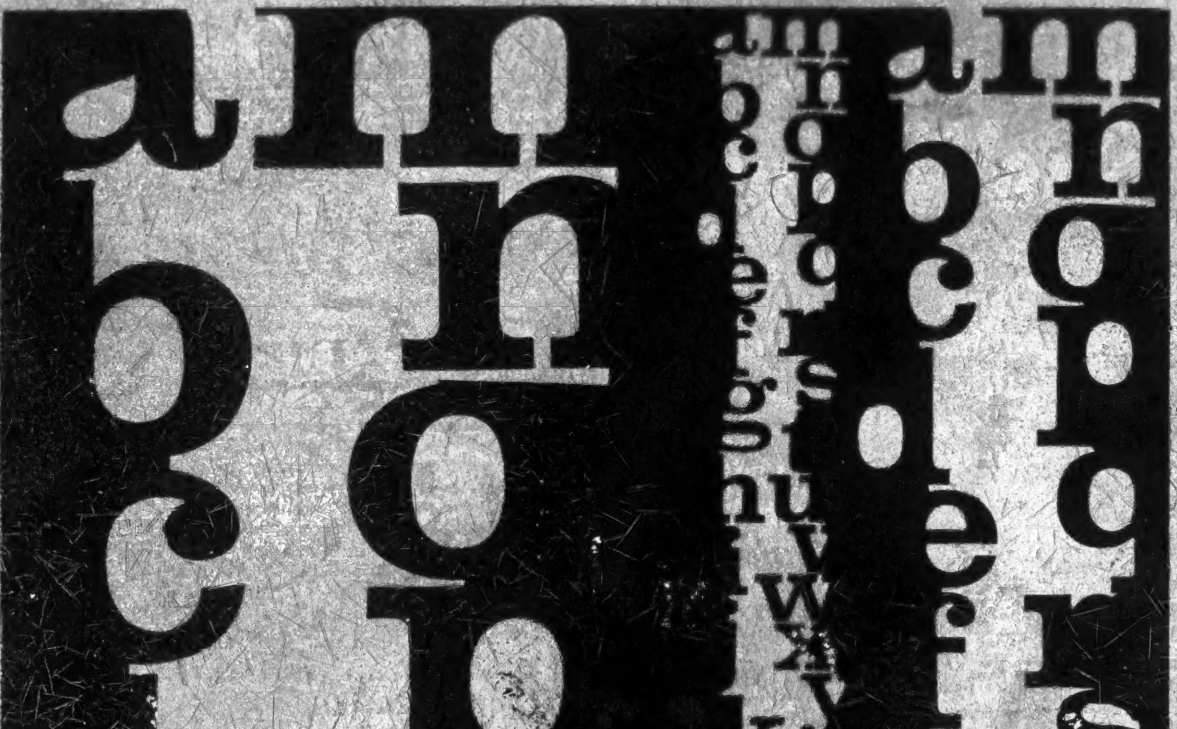
The book is divided into five sections: (1) "Forces for Specialized Marketing," a description of the business press and the mission it performs; (2) "Sources of Specialized 'Know-How,'" a description of the individual markets served by NBP publications; (3) "Targets for Specialized Markets," a compilation of specialized marketing information available from NBP member-companies; (4) "Prestige for Specialized Marketing," an explanation of the mission performed for business men and business publishers by NBP's annual State of the Nation dinner and Silver Quill Award; and (5) "Leaders in Specialized Marketing," devoted to NBP's new Silver Scepter award for the "Market Maker of the Year."

■ Copies of the "sourcebook" are being sent to all allied interests, the 57 academic members of NBP, and to 1,200 agency members of the association, NBP said. Deluxe editions are to be presented to the 300 leading advertisers in specialized business publications, and to the presidents and board chairmen of companies which have been represented at the head table during Silver Quill Award dinners in the past.

The "sourcebook" was prepared under the direction of the committee on public relations, under the chairmanship of David R. Watson, president, Watson Publications Inc., and NBP vice-chairman for public relations.

Ronson Sets Outdoor Push

Ronson Corp., Woodbridge, N. J., beginning this month, will use 30-sheet, full color outdoor posters in more than 100 markets, coast to coast, to promote its gas-powered adjustable flame Varaflame butane lighters. Norman, Craig & Kummel, New York, is the agency.



Typography is an attraction*

*that which allures or entices; a charm—
The American College Dictionary

MONSEN typographers, inc.

22 East Illinois Street Chicago 11, Illinois
960 W. 12th Street Los Angeles 15, California

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

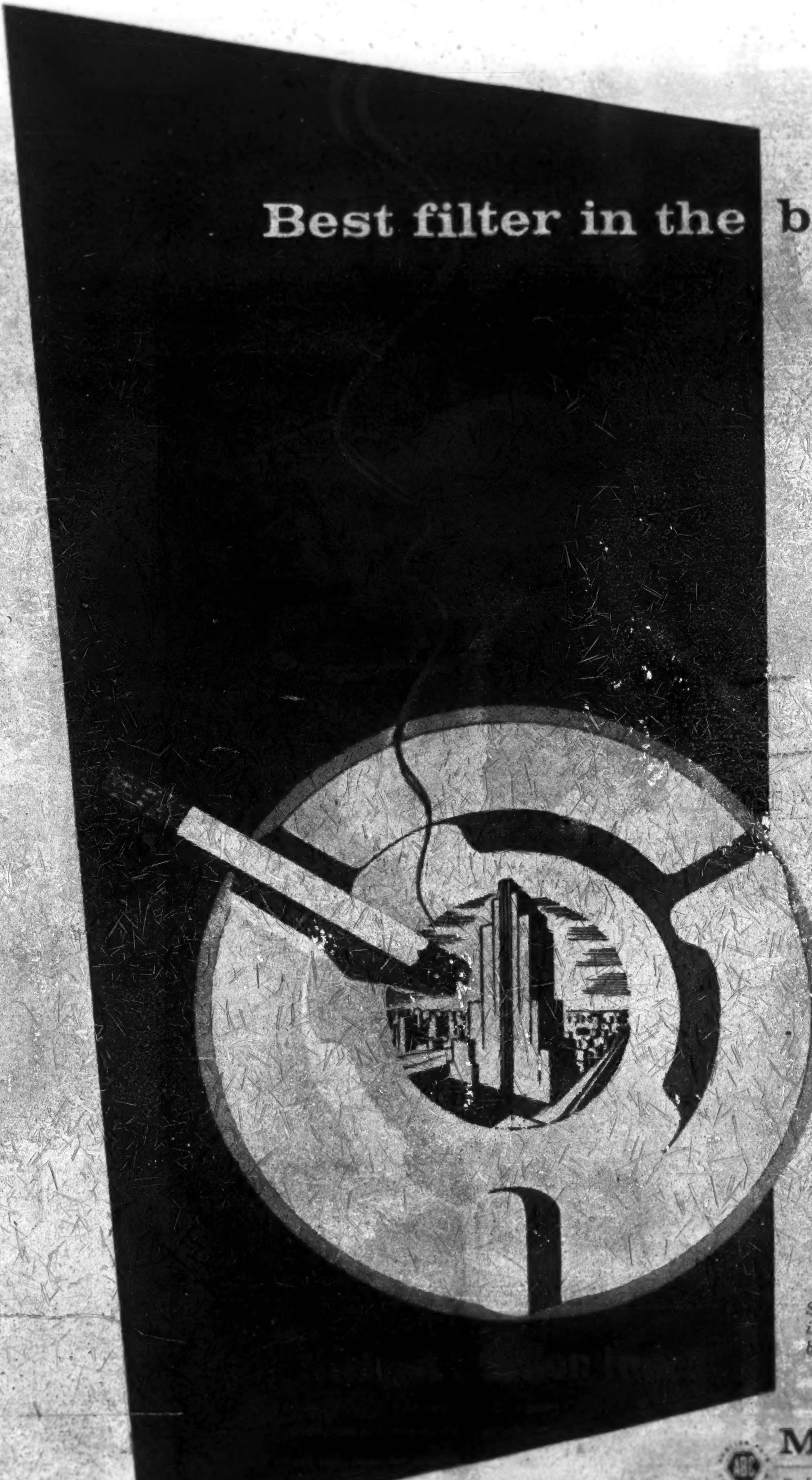
Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall; it's one thing to put your product in stores—it's quite another to move it.

If your product or service lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit [illegible] plan for consideration. [illegible] many of which are [illegible] $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. [illegible], Salesman's OPPORTUNITY Magazine, [illegible] North Dearborn Street, Chicago 10, Ill.



Best filter in the business

Not every Tom, Dick or Harry can subscribe to a McGraw-Hill publication.

We filter out those people for whom the publication is not intended—and for whom advertisers should not be asked to pay. Our first step is to require payment. This helps establish definite reader interest.

Beyond that, each publication has rigid standards that prospective subscribers must measure up to.

These standards require that the subscriber's organization have an active interest in the field served by the publication, and that the subscriber himself be a responsible individual who has an influence in purchases.

Last year, we declined 22,000 subscriptions, worth $150,000, from persons we believed would not benefit from the editorial and advertising content of our publications.

This is only one of the reasons why McGraw-Hill publications offer every advertiser such a highly effective audience for his products and services.

Selected and bought by men in industry who want the best in editorial service

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd ST., N.Y. 36, N.Y.

WJBK
DOMINATES THE
MARKET ON WHEELS!
SATURATE with low-cost
package plans
CALL KATZ – today!

RADIO
WJBK
IS
DETROIT

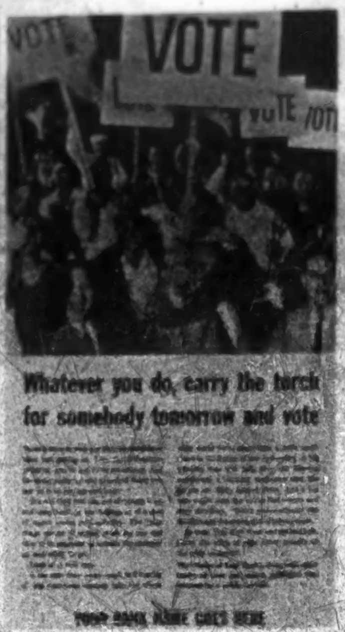
the STORER station backed by
33 years of responsible broadcasting

Monsanto Names Smith, Ude

Monsanto Chemical Co., St. Louis, has appointed Eugene D. Smith advertising and promotion manager of its new agricultural chemicals division and Robert E. Ude marketing services manager of the division. Mr. Smith was formerly advertising manager of Lion Oil Co., a division of Monsanto, and Mr. Ude, formerly manager of sales office operations for the company's marketing services department.

Maercklein Builds New Offices

Maercklein Advertising Agency, Milwaukee, has begun construction of its new building, to be located on Milwaukee's far north side. Scheduled for completion early next year, the building will include a special sound, slide and photographic laboratory, a test kitchen and a high fidelity stereo sound system. Cost of the construction is estimated at more than $290,000.



VOTE
VOTE
VOTE
VOTE

Whatever you do, carry the torch for somebody tomorrow and vote

YOUR BANK NAME GOES HERE

ELECTION TIME—1,000 of these mats were distributed by Barton A. Cummings, president of Compton Advertising, to members of the Financial Public Relations Assn. for publication the day before the election.

Cummings Extols 'Gentlemanly Sell' at FPRA Conclave

(Other news of the FPRA meeting is on Page 84.)

BOSTON, Nov. 1—It's possible to be in advertising and still be a gentleman, according to Barton A. Cummings, president of Compton Advertising, New York.

He told the Financial Public Relations Assn. convention here that banks have accomplished "a tremendous exercise in wisdom and judgment" in urging consumers to create plans to buy goods and services and simultaneously sell them on the advantages to be derived from saving money.

"You have done this in admirable taste," said Mr. Cummings. "You have sold your services like gentlemen.

"I know of no instance where the conduct of bank advertising has drawn any considerable criticism. Your philosophy of advertising—playing the game well and hard, staying within the rules—is one to which we at Compton also try to adhere."

Mr. Cummings said that in the banks' desire to sell services, they continually meet the problem of selling intangibles. "This requires advertising to be raised to a high order of communication," he said.

■ He cited several Compton ads which, he said, illustrate the dynamics of the gentlemanly sell. One was an ad for the Chase Manhattan Bank written by "a unique kind of collaboration.

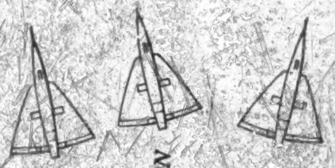
"Compton created the visual and wrote the headline. Then Kermit Schweithelm, Chase's director of advertising, holed up over a weekend and wrote the copy. This I mention because it's so unique in our business."

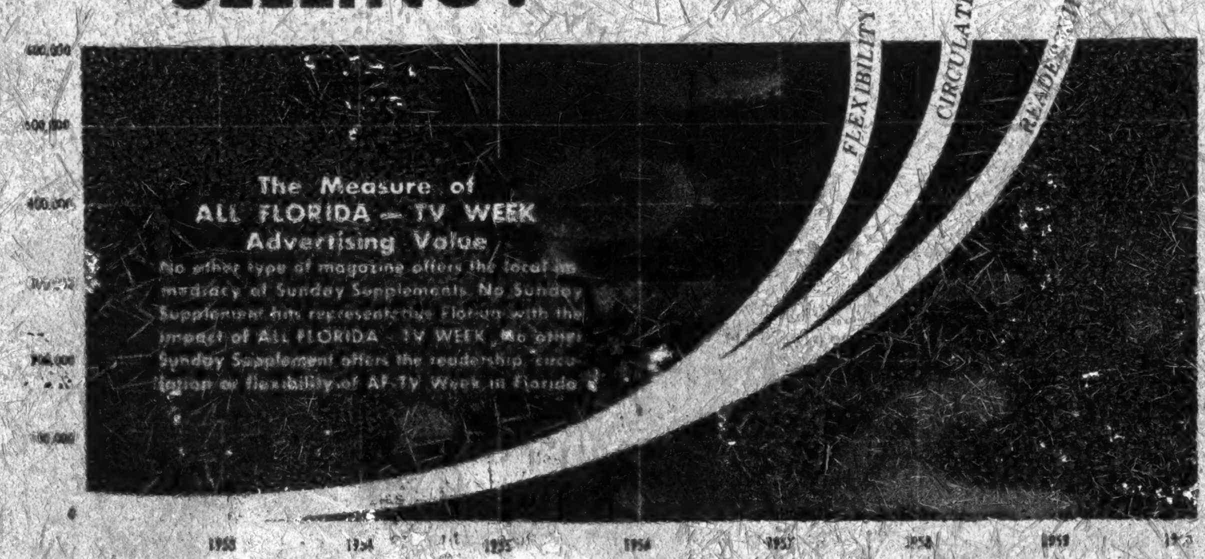
As a demonstration of Compton's belief in "the dollars and cents value of the public service side of service advertising," Mr. Cummings offered the convention 1,000 mats he had brought with him. "The ad is free for the taking; it was prepared by Compton through the generosity of the volunteer fire department of Warren, Conn., and our writers, art directors and suppliers," he said. ●●

Fisher Adds Two Accounts

M. M. Fisher Associates, Chicago, has been named to handle advertising for Banner Tire Co., Chicago, and Walton Buick, [illegible].

ALL FLORIDA'S
PRECISION
SELLING!





The Measure of
ALL FLORIDA — TV WEEK
Advertising Value

No other type of magazine offers the local immediacy of Sunday Supplements. No Sunday Supplement has representative Florida with the impact of ALL FLORIDA - TV WEEK. No other Sunday Supplement offers the readership, circulation or flexibility of AF-TV Week in Florida.

1. **READERSHIP** ALL FLORIDA - TV WEEK has a longer life and double the advertising exposure of any Sunday Supplement in Florida.*

2. **CIRCULATION** ALL FLORIDA - TV WEEK has grown phenomenally since its introduction in 1953, to a current 554,466** Florida's largest ABC circulation, in the nation's fastest growing State, a State which 1950 - 1960 U. S. Census figures show jumped from 18th to 10th place. This gives the ALL FLORIDA - TV WEEK magazine a PENETRATION of 38.3% of the Florida market.

3. **FLEXIBILITY** You can buy one, several, or all five regional zone editions with complete local TV program listings.

* based on a survey prepared by First Research Corporation.

** ABC newspapers carrying ALL FLORIDA, based on ABC audits of publishers reports for 6 months period ending March 31, 1960.

TV WEEK MAGAZINE
ALL FLORIDA

"THE BEST BUY IN THE BUSINESS," says Dick Pope, owner of famed Cypress Gardens and long time advertiser in ALL FLORIDA-TV WEEK magazine.

A.F.M.

The Largest Circulation In Florida
The Largest Circulation In The South

Distributed In 18 Newspapers

DAYTONA BEACH Sunday News-Journal; DELAND Sun News; FORT MYERS News-Press; GAINESVILLE Daily Sun; JACKSONVILLE Florida Times-Union; LAKELAND Ledger; LEESBURG Daily Commercial; MELBOURNE Times; OCALA Star-Banner; PALM BEACH Post-Times; PANAMA CITY News-Herald; PENSACOLA News-Journal; SARASOTA Herald-Tribune; ST. PETERSBURG Independent; TALLAHASSEE Democrat; TAMPA Times; WINTER HAVEN Daily News-Chief; [illegible] News Tribune

Represented nationally by JOHN H. PERRY ASSOCIATES

NEW YORK, 36, 10 W. 44th St., Tel. Murray Hill 7-3047, [illegible], Gen. Mgr. CHICAGO 4, 224 South Michigan Ave., Tel. [illegible], [illegible], Mgr. DETROIT 2, [illegible] General Motors Building, Tel. Trinity [illegible], [illegible], Mgr. PHILADELPHIA 7, 12 South 12 Street, Tel. Walnut [illegible], [illegible], Mgr. SAN FRANCISCO 4, Russ Building, Tel. [illegible], [illegible], Mgr. ATLANTA 3, [illegible] Building, Tel. [illegible], [illegible], Mgr.

Most Trusted Toiletries Salesman in Seattle

Seattle's six county retail trading zone is the booming, buying market in the Pacific Northwest—in which 96.3% of The Seattle Times' circulation is concentrated.

No wonder that during the first eight months of 1960, 63.1% of Seattle newspaper advertising linage for all toiletries appeared in The Seattle Times.

THESE FIELD PERCENTAGES DEMONSTRATE THE SEATTLE TIMES' OUTSTANDING LEADERSHIP:

Perfumes and Cosmetics	69 %
Toilet Soaps	67.7%
Miscellaneous Toiletries (including Dentifrices)	61.4%

For sales results—place your schedules in:

The Seattle Times

Source:
Media Records

Represented by O'Mara & Ormsbee, Inc., New York, Detroit, Chicago, Los Angeles and San Francisco

The Clipper Creative ART SERVICE

Give it a Chance!

Here is the one art and layout service that provides ALL OF THE TOOLS for effective layouts from idea to completed paste up.

$1.00 to cover mailing cost brings you Free

—The Complete Current Issue

This issue is yours to use and keep, with no strings attached — our way of saying "try it and benefit". No obligation. No salesman.

Due to its expense, this opportunity must be limited to those who have not received a free issue in the last six months.

Attach one dollar to letterhead and mail today to

MULTI-AD SERVICES, INC. • 124 WALNUT STREET • PEORIA, ILLINOIS

Mogul Adds Two Accounts

Mogul Williams & Saylor, New York, has been named by British Industries Corp., Port Washington, N.Y., importer of high fidelity equipment, to handle advertising for Leak amplifiers, pre-amplifiers and fm tuners. The agency already handles several electronic lines for BIC, including Garrard record-playing equipment. Zlowe Co. formerly handled Leak advertising. Mogul also has been named by United Printers & Publishers to handle advertising for Rust Craft greeting cards and for its six other divisions. Test campaigns now are being conducted to determine the approach for a 1961 drive. The company formerly placed advertising direct.

Gough Names Weverka

The automotive division of Gough Industries Inc., Los Angeles, U. S. distributor of British Motor Corp. automobiles for Southern California, Arizona, Utah and Southern Nevada, has named Weverka & Associates, Beverly Hills, Cal., to handle its advertising and public relations. The company's 1961 ad budget is estimated at $500,000.

Come now, gentlemen!

Just which radio station is Number One in San Francisco? Oddly enough, at least three radio stations claim to be Number One in San Francisco. By "Number One" each means, of course, that it is the most popular station in the city.

Understandably enough, KSFO suggests that it is Number One because the rating services — Pulse, Hooper and Nielsen — insist that KSFO is the most popular station, not only in San Francisco, but in the entire Bay Area.

Agreeably enough, you can get the full details of KSFO's audience dominance in this big 9-county market by simply calling the station or your nearest AM Radio Sales office.

KSFO
San Francisco — Oakland

GWB A Golden West Broadcasters Station
KMPC Los Angeles KVI Seattle — Tacoma

Sources: Pulse, August, 1960; Hooper, June through September, 1960; Nielsen, July-August, 1960.

Adam Hats Enters Network TV via 'Jack Paar Show'

NEW YORK, Nov. 1—Adam Hats Inc. claims to be the first manufacturer in its category to throw its hat into the network television ring.

The hat maker will run one announcement per week on NBC-TV's "Jack Paar Show" in its two-month pre-Christmas push. Commercials will be built around the jingle, "I go for a man who wears an Adam hat," which had extensive exposure in network and spot radio and spot tv.

Jose Mellis, piano-playing maestro of the Paar show, will sing the jingle, changing it slightly to "She goes for the man . . ." This will be followed by a straight sales talk from announcer Hugh Downs.

Timed for the peak hat-selling season, Adam's tv effort will be backed with "Paar & Adam" window and in-store displays plus dealer co-op ads in newspapers. Mogul Williams & Saylor is the agency.

'This Week' Names Dee Promotion Manager

Richard J. Dee has been named promotion manager of *This Week Magazine*, New York. Mr. Dee, who succeeds Richard L. Neale, has been in charge of the magazine's presentations and sales service.

Richard J. Dee

Mr. Neale recently was named vp of sales development of *This Week's* parent company, United Newspapers Magazine Corp. (AA, Aug. 29).

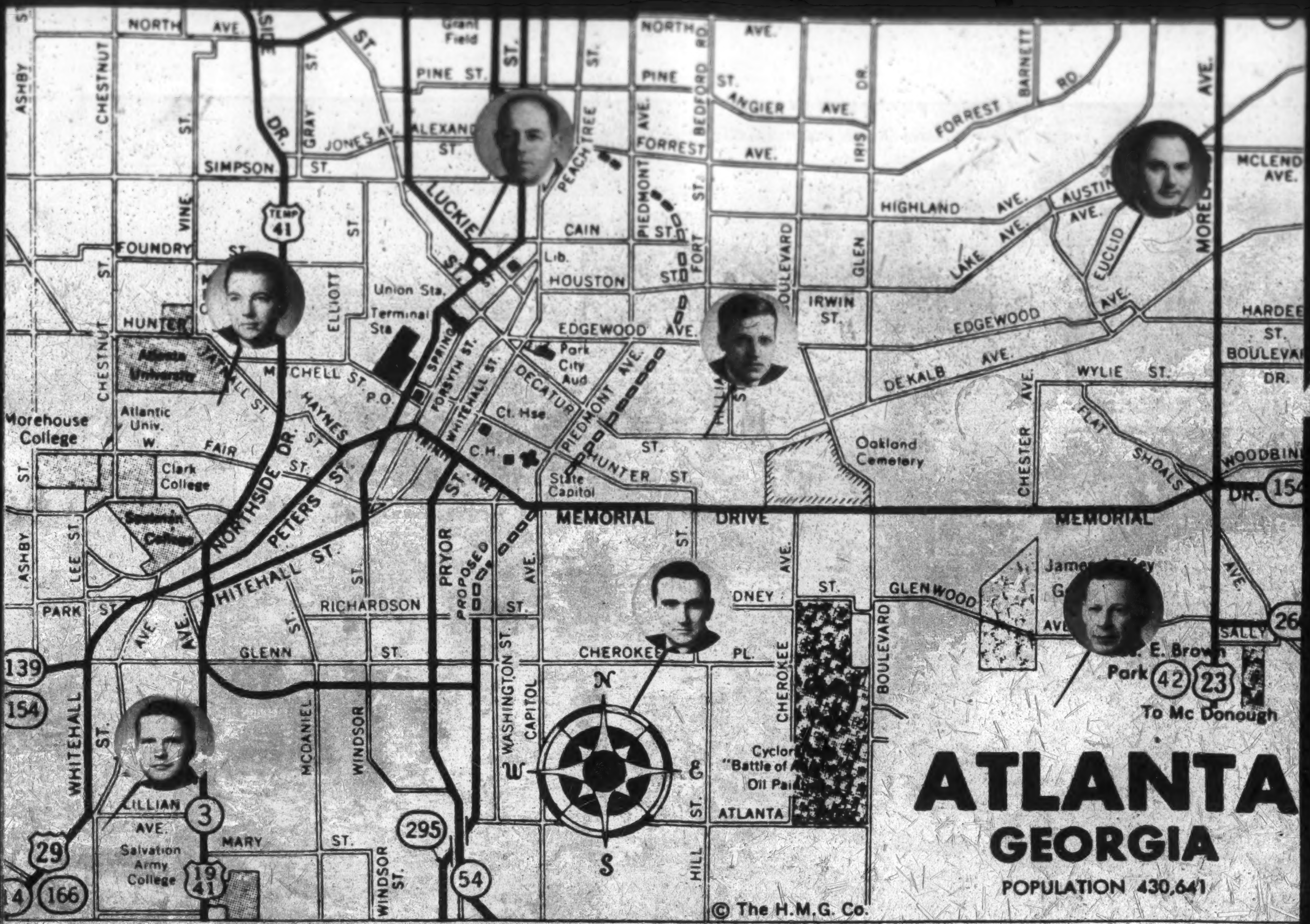
Rabner Forms Own Company

Richard H. Rabner, former manager of marketing research of Frank H. Fleer Corp., Philadelphia, has formed his own marketing organization, Richard H. Rabner Associates, Ardmore, Pa. The company will offer a complete range of marketing services to manufacturers and agencies.

Are you overlooking a $3 Billion Industry

Boxboard CONTAINERS

Boxboard CONTAINERS


ATLANTA
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POPULATION 430,641
© The H.M.G. Co.
NORTH AVE.
PINE ST.
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HIGHLAND AVE.
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PEACHTREE
PIEDMONT AVE.
NORTHSIDE DR.
PETERS ST.
WHITEHALL ST.
PRYOR ST.
WASHINGTON ST.
CAPITOL AVE.
GLENN ST.
RICHARDSON ST.
Union Sta.
Terminal Sta.
Morehouse College
Atlantic Univ.
Clark College
Atlanta University
Salvation Army College
Oakland Cemetery
State Capitol
Park City Aud
Ct. Hse
Cyclorama "Battle of Atlanta" Oil Painting
To Mc Donough
N
S
E
W

Who's minding the store?

7 FACTORY editors traveled 1700 miles, joined with two McGraw-Hill News Bureau reporters to spend 5 days digging facts in 80 Atlanta manufacturing plants . . . a depth study of materials handling practices in a typical industrial complex . . . and a typical all-out attack on a major FACTORY editorial objective *(Special Report, 22 pages, November Issue).*

Meanwhile back at 330 West 42nd Street . . . who's minding the store? 9 more FACTORY editors, busy putting an issue to bed, clearing copy for the next one.

Few businesspapers have the initiative or the resources to tackle such a project. FACTORY does. Because this is what it takes to serve the men who manage manufacturing plant operations.

Of all businesspapers, only FACTORY serves them alone.

FACTORY

A McGraw-Hill Publication · 330 West 42nd Street · New York 36

Gilbert & Felix Named

Federated Purchaser, Mountainside, N.J., has appointed Gilbert & Felix, New York, to handle advertising and public relations. A campaign for over-the-counter sales of high fidelity equipment and for expansion of the industrial market is planned.

DRAMA!

There is drama in the life of every individual on and off the stage! Oftentimes this drama takes the form of short stories, articles, books and plays.
If you are a writer, amateur or professional, and desire to have your material submitted to the most suitable markets in the U.S.A. we would like to represent you. We are generally considered to be one of the larger agencies in the country today and we have the staff and experience (some 35 years) to give you seasoned, capable advice and service.
The way to start is to write to us for our free literature. Or if you wish to save time, send your material to us for an immediate appraisal, entirely free. May we suggest that you write today?

DANIEL S. MEAD
Literary Agent
Dept. AA, 915 Broadway, N. Y. 10

New Manischewitz Campaign Aims to Broaden Wine Market

New York, Nov. 1—Manischewitz Wine Co., which switched its business from Lawrence C. Gumbinner Advertising to Grant Advertising last August, has made a new attempt to broaden its market in a heavy ad campaign which broke last Saturday (Oct. 29).

Like Mogen David Wine Corp., Chicago, the apparent leader in the field, Manischewitz is currently branching out to reach a bigger market than the traditional kosher customers. The wine remains the same, but the company is aiming for a more elite image and a broadened appeal.

Manischewitz set the new trend in a sumptuous $1,000,000 campaign in Fall, 1959, while still with Gumbinner, and Grant is carrying on where the old agency left off.

A new jingle has been devised, heavy tv and radio spot coverage is scheduled, and newspaper color ads are in the works.

The 80-market saturation program on tv and radio will run Oct. 29 through Dec. 23, with from 12 to 30 tv spots and 30 to 100 radio spots per week in each market.

■ Manischewitz suggests in the commercials and copy that wine drinking need not be confined to special and traditional occasions, but that it is in effect as natural as drinking coffee. Tv commercials show people in the game room, or at a ping-pong table.

The company says the new jingle is as smooth and relaxing as its

SMART HOSTESS—*According to Manischewitz Wine Co., New York, the smart hostess serves the company's wines at refreshment time. These are stills from upcoming tv commercials prepared by Grant Advertising showing how the berry and fruit wines can be served in a variety of ways.*

UNITED PRESS INTERNATIONAL'S
Commercial
Photography Division
jumped the Continental
Divide to lick a tough
assignment for
Fuller & Smith & Ross

UPI

product. Here is a sample:

Time for wine,
It's that happy, happy time again,
Time for wine,
Time for Manischewitz wine again.

Time to settle back and enjoy the wine
That's got a taste of pleasure
You'll find divine.

■ In a big departure from former ad strategy, Manischewitz will test the use of Sunday supplements in three markets. Weekly insertions of half-page color ads will run Nov. 13 through Dec. 18 in supplements of the *Chicago Tribune, Milwaukee Journal* and *Toledo Blade*—six insertions in each. The ads will suggest new ways to use wines, and include punch and cooler recipes. #

Wine Institute Reorganizes Public Relations Department

The Wine Institute, San Francisco, has reorganized its public relations department. Roy W. Taylor, pr director, henceforth will supervise, coordinate and direct three pr companies recently named to carry out special programs for California's wine industry. Mr. Taylor will have a special assistant, Julius L. Jacobs, for assigned projects and an assistant pr director, Philip Hiaring, who will supervise industry pr and publications.

The institute's home advisory service headed by Jessica McLachlin Greenhard will comprise a second major department division parallel with that headed by Mr. Hiaring. The pr companies Mr. Taylor will supervise are Barkas, Shalit & Schiller, New York, on a $300,000 general program emphasizing dessert wines, and Ty Jurras, Los Angeles, in affiliation with Bell & Stanton, New York, on a $120,000 program covering higher-price California wines.

'American Press' Survey Shows Newspapers 'Looking at' Offset

About 28% of the nation's weeklies and 24% of smaller daily newspapers plan to replace their printing plant equipment over the next two years, according to a survey published by the *American Press* in its October issue. Biggest season for the newspaper spending splurge, the magazine reported, is increased interest in offset. Based on a survey of 1,014 newspapers, 770 weeklies and 118 dailies are "contemplating" a switch to offset in the next two years.

American Press said that one of the survey's "surprises" is the widespread use of web-fed presses by weekly newspapers. About 40% of the weeklies currently use a web-fed rotary or web-fed flat-bed press.

Franklin Buys WEW, St. Louis

Franklin Broadcasting Co., Fort Lauderdale, has purchased WEW, St. Louis radio station, from the Barrington Co. for about $600,000, including real estate leases. The sale is subject to approval by the FCC.

Albert Frank Names Three

Thomas H. Brady and Dominic Algieri, members of the art staff of Albert Frank-Guenther Law, New York, have been promoted to group art directors. Robert L. Hardaker has joined the agency's Chicago staff as a public relations account executive. Mr. Hardaker formerly was a partner in Hardaker/Bunderson, Chicago pr company.

GRAPHIC VISUAL CONTROL

★ BROADMASTER Visual Control Saves You Time, Money.
★ Gives Graphic Picture of Your Operations, Stops mixups.
★ Simple to Operate. Write on Cards, Snaps in Grooves.
★ Ideal for Sales, Production, Inventory, Scheduling, Etc.
★ Made of Metal, Compact and attractive. 500,000 in Use.

Full price $49.50 with cards

FREE 24-page Illustrated BOOKLET No. BB-50 Without Obligation

Write Today for Your Copy

GRAPHIC SYSTEMS, Box 267, Yanceyville, North Carolina
(New York Office: 55 West 42nd Street, Wisconsin 7-6444)

UPI photographers and reporters feel equally at home whether they are roaming the vastness of a remote Montana mountainside (above) or are confined within the four walls of a trailer office (below), where W. M. Dillsworth, president of Dillsworth Construction Company discusses job progress with Gene Lewis, C.I.T. representative.

Dan Mara, Account Executive
Fuller & Smith & Ross, Reports:

"Our client, C.I.T. Corporation, whose business is machinery and equipment financing, wanted to advertise its part in assisting the Dillsworth Construction Company to replace the outmoded dirt road which straggled over the Continental Divide. Dillsworth Construction financed the $150,000 worth of new heavy equipment required for the job through C.I.T.

"Advertising this fact called for getting strikingly dramatic photos on the job site . . . where Dillsworth Construction was carving 7.36 miles of the new Helena-Flescher Pass Road in an isolated area over the main range of the Rockies.

"Fuller & Smith & Ross knew where to turn . . . to UPI's Commercial Photography Division. We knew that WHERE the assignment was would be no deterrent to UPI's ability to do the job right . . . and right on time. UPI had already handled more than a dozen similar assignments for us and C.I.T. in equally remote locations. All but one assignment had been completed in one day or less. And UPI did the 'impossible' again, promptly providing exciting on-the-spot photos and supporting testimonials that helped us do an outstanding series of advertisements for C.I.T. Corporation."

With reporter-photographer teams strategically located across the country—and in principal cities throughout the world—UPI is able to do the field reporting job faster and at less cost than the advertiser could do it himself. Try UPI once and you'll rely on UPI always!

FIELD PHOTO AND USER REPORTS • PRODUCT APPLICATION PHOTOGRAPHS • PUBLICITY AND EDITORIAL PHOTOGRAPHS • PRODUCT PHOTOGRAPHS • COLOR PHOTOGRAPHS • STOCK PHOTOGRAPHS • TELEPHOTO TRANSMISSIONS • SPECIAL PHOTO ASSIGNMENTS

UNITED PRESS INTERNATIONAL

UNITED PRESS INTERNATIONAL
Commercial Photography Division
WORLD HEADQUARTERS
220 East 42nd St., New York 17, N.Y.
MUrray Hill 2-0400

Commercial Photography Division
BRANCH OFFICES IN:
Boston, Chicago, Cincinnati, Detroit, Los Angeles,
Philadelphia, Pittsburgh, San Francisco
IN EUROPE: London, England

Send complete information on the following:

☐ Field photo & user reports
☐ Product application photos
☐ Publicity & editorial photos
☐ Telephoto transmissions
☐ Have representative call
☐ Product photos
☐ Color photos
☐ Stock photos
☐ Special photo assignments

Name
Firm ______ Title ______
Advertiser Advertising Agency
Address
City
Zone ______ State ______

* NIELSEN REPORTS: waga FIRST IN ATLANTA!
THE BILLION DOLLAR MARKET WITH A MILLION PEOPLE
THE NIELSEN SPECIAL 4 WEEK REPORT PROVES THE DOMINANCE OF
waga·tv 5 ATLANTA
* Over-all share of audience for period ending August 7 35.1, Station B [illegible], Station C 24.3
* (NSI Special 4-Week Report August 1960 Metro Area Average Day Part Station Shares: M-F 6 am - 6 pm · Sun-Sat 6 pm - mid.)

McCulloch Outboard Motor Division Drops Co-op—It 'Didn't Do Job'

Kills $250,000 Program; Wylie Cites Abuses, Favors National Push

CHICAGO, Nov. 1—Val L. Wylie, manager of advertising and sales promotion of McCulloch Corp.'s marine products division, said that the division has dropped its $250,000 cooperative advertising program for Scott outdoor motors because "co-op dollars were not being spent to do the job that needed to be done."

■ Mr. Wylie told ADVERTISING AGE that the retail advertising supported by co-op funds had failed to build an *image* for Scott motors, and that the company's investment in co-op will be transferred to national advertising, "which can do the job better.

"Retail advertising, stressing such things as price and where to buy, is the dealer's responsibility, not the manufacturer's, and the dealer who understands this is a better dealer," he said.

"Dropping our co-op program is enabling us to add $200,000 to our national advertising, and we will be building a sounder dealer organization."

■ The McCulloch marine products division's national advertising budget exceeded $500,000 last year and will be hiked to $750,000 this year, with the canceling of co-op, Mr. Wylie said. He was in Chicago to attend the annual Marine Trades Exhibit.

He said that the company had found itself spending co-op money on advertising that showed glaring deficiencies. Pointing out that Scott dealers normally sell boats, trailers, etc., in addition to outboard motors, he said that dealers had occasionally sought co-op credit for ads featuring illustrations of a boat with no motor on it or even with a competitors' motor shown.

The advertising department, Mr. Wylie asserted, found it increasingly difficult to control such abuses. He said that when the department made a "judgment decision," refusing to pay for such an ad out of the co-op fund, the decision would stick when applied to a small dealer's 100-line ad, but pressure from the sales department often was too great to make the same decision stand against a large dealer's full-page ad.

"We dropped the Scott-Atwater brand name four years ago, but we still come across dealer ads with the Scott-Atwater logo [illegible] for out of the co-op fund," Mr. Wylie said.

■ Under the program, for every dollar paid by the dealer for purchase of Scott motors, the dealer contributed 1.26% to the cooperative advertising fund and the company contributed a like amount. Co-op was discontinued as of Sept. [illegible] when the company began franchising dealers for the coming year.

Its demise was part of a continuing program to improve the division's sales and distribution operations in the booming boating industry, which has seen great growth in the past decade although sales dipped 5% last year.

The division, located in Minneapolis, formerly sold through distributors but two years ago began a switch to selling direct to dealers, at the same time cutting the dealer force and concentrating on bigger and better dealers.

Last year the number of dealers was cut to 500 from 800 dealers the previous year, as Scott volume per dealer nearly doubled over the previous year. This year the changeover to selling direct will be nearly complete, Mr. Wylie said.

McCulloch established its marine products division four years ago with the purchase of Scott-Atwater Mfg. Co., Minneapolis, outboard motor manufacturer. ■

Cantwell, Hummel to SSC&B

Jack Cantwell, formerly a vp and management supervisor with Compton Advertising, has been named to a similar post with Sullivan, Stauffer, Colwell & Bayles, New York. Martin H. Hummel Jr., a SSC&B account supervisor, has been elected a vp.

KFMB-FM Promotes J. E. Fox

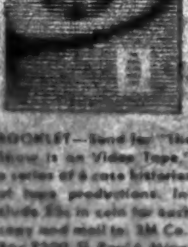
James E. Fox, assistant sales manager of KFMB, San Diego, since 1959, has been promoted to station manager of KFMB-FM.

Seven "live quality" commercials wrapped up in one day with "SCOTCH" BRAND Video Tape!

While the stage manager cued the jockeys down the stretch and the cameraman caught the action from the roof, a complete production crew inside a Mobile Video Tapes, Inc. truck *directed and recorded seven race track commercials in one day* for Union Oil Company.

Such a production schedule was possible only with "SCOTCH" BRAND Video Tape . . . first choice for lifelike reproduction! The director was able to monitor the action while it was happening, and see a playback immediately after each take. Editing was done on the spot and combined with other portions of the commercial. And each complete commercial was "in the can" while the whole crew was still on location.

"SCOTCH" BRAND Video Tape has revolutionized the industry. For hard sell commercials or big budget specials, tape cuts production costs to the bone, eliminates fluffs, makes schedules more flexible and, most importantly, gives the production a "live" look. Its uses are limited only by your imagination.



BOOKLET—Send for "The Show is on Video Tape," a series of 6 case histories of tape productions. Include 25¢ in coin for each copy and mail to: 3M Co., Box 3500, St. Paul 6, Minn.

MINNESOTA MINING AND MANUFACTURING COMPANY
...WHERE RESEARCH IS THE KEY TO TOMORROW
3M

"SCOTCH" is a Registered Trademark of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1960 3M Co.

WHAT'S UP?

in Portland, Oregon

RETAiL ADVERTiSING

IN THE OREGONIAN

UP 14%

Are you looking for an action market? Portland is it! Already in the top 10% metropolitan markets by every business and population measurement, Portland is now experiencing a doubling in department store selling space, an invasion by supermarket chains and the greatest sales rush in its history. And The Oregonian, as you already know, is the primary advertising force to sell Portland and The Oregon Market.

Some Interesting 3rd Quarter Figures*

	1959	1960	
Retail Adv.	3,717,787	4,246,890	UP 14%
Dept. Store Adv.	1,552,462	1,770,138	UP 14%
Grocery Adv.	621,631	828,663	UP 33%

*Media Records

Now's the time to SELL with the

OREGONiAN Portland, Oregon

Represented Nationally by Moloney, Regan & Schmitt, Inc.

NOW . . . .

Marketing Work File
STATE DIRECTORIES
STATE DIRECTORIES
COUNTY

• • • • • from a single source you can get complete, up-to-date information to measure the metalworking market for your product . . . to plan the most efficient advertising and selling approach.

STEEL
The
Metalworking
Weekly

Marketing Work File

The STEEL Work File is the most complete, single source of metalworking information ever made available by an industrial publisher. It puts at your fingertips all the basic market data you need for practical, down-to-earth analysis and planning . . . tells you exactly where to find supplementary source material relating to your particular product opportunities . . . details how to use all this information to your best advantage.

Packaged in a special bookshelf-size file, the STEEL Work File is divided into ten parts:

1. Measuring the Metalworking Market
2. Locating the Metalworking Market
3. Employing Market Data
4. Marketing Information Sources
5. Marketing Services
6. Editorial and Special Services
7. Increasing Advertising Effectiveness
8. Merchandising Your Advertising
9. Metalworking Media Data
10. Special Information

NEVER OUT OF DATE! STEEL Work Files are kept current by a steady stream of new and up-dated information, including booklets, data sheets, maps, work sheets, and other useful pieces. Developed exclusively for marketers to metalworking, the Work File is available from your local STEEL Representative. No charge or obligation, of course.

Marketing Work File

administrative
production
STEEL
The Metalworking Weekly
purchasing
engineering

serves all four functions best *because* it serves them all

A Penton Publication . Penton Building . Cleveland 13, Ohio

NBP BPA

Selling Cars?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 87,000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE

1005 LIBERTY AVENUE, PITTSBURGH 22, PENNSYLVANIA

Katz Offers Quickie 'Shows' to Build Radio Audiences for Ads

New York, Nov. 1—The Katz Agency, advertising representative, currently is "boosting the use of quickie programs as a means of increasing the effectiveness of a spot radio commercial. Called "Interest Capsules," the shows run a minute or less.

The Katz development follows along an industry trend which finds CBS Radio programming short subjects called "Dimension" and ABC giving out with similar broadcasts on "Flair." NBC has long used short program inserts in "Monitor." And a number of representatives and station groups offer short, short series, some of which were put together to appeal to specific advertisers.

The Katz Agency's "Interest Capsules" were developed by George Skinner, director of radio programming services. Mr. Skinner also produces the series, offered on a 10-a-week basis.

In promoting this idea for advertisers, Mr. Skinner emphasizes the compatibility factor. His quickie programs, he explained, are designed as mood setters for commercials for compatible products.

■ "Take the case of an advertiser who is slanting his sales message at the mothers of young children," Mr. Skinner suggested. "He knows the favorable cost per 1,000 of spot radio and the flexibility of a spot campaign. But how can he be sure his message will be broadcast in a climate of optimum acceptance—at a time when the majority of young mothers listening to a station have their ears tuned attentively to the programming?"

The Katz Agency's answer to this question is a capsule show called "Tips for Young Mothers," a 40-second radio version of the *New York Herald Tribune* feature, "Tips to Mothers." After an information capsule on anything from party games to cutting baby's fingernails, young mothers will be, Mr. Skinner figures, tuned in and receptive to a sales message on baby food.

■ Other informational features being offered to various categories of advertisers include: Bert Bacharach in "Speaking Strictly for Men," for all men's products; Ken Purdy with "Wonderful World of the Automobile," for automotive products, and Kate Lloyd, managing editor of *Glamour*, with a special feature for women's fashion and beauty products. Still others are planned for other product types. The shows have not been available long, but already two of the series are being aired on two Katz stations and on two other stations.

The Katz-represented stations have first refusal rights to the "Interest Capsules" in their markets. The capsules are being distributed to non-Katz stations through Lang-Worth Feature Programs.

Eventually the representative hopes that the quickie series will serve as a spot business booster. There have been presentations to a few advertisers, but no national schedules as yet have been planned around these shows. ■

RCA Boosts Williams, Smith

Jack M. Williams, with Radio Corp. of America nearly 15 years, has been named to the new post of [illegible] advertising and sales promotion, RCA Sales Corp., New York. Mr. Williams previously was manager of advertising and sales promotion for the RCA unit. Wendell R. Smith has been promoted from director of marketing research and development to staff [illegible] market development, of RCA.

Nielsen Station Index gets its measurements from the right homes

Each NSI sample is a true cross-section of the market area it measures...reflecting family size and composition, household characteristics, and other important data such as ownership of automobiles, tv and radio sets.

Detailed proof of sample rightness is yours for the asking. It is one reason why...

NSI is the only validated source of station audience facts available today...

providing reliable information for broadcast advertising decisions

Nielsen Station Index

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

NSI is a registered service mark of A. C. Nielsen Company

FOR ALL THE FACTS

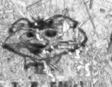
CALL . . . WIRE . . . OR WRITE TODAY

CHICAGO 1, ILLINOIS
360 N. Michigan Ave. • FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave. • MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, Davenport 5-0021

WTRF-TV STORY BOARD



This country has always been fighting the Reds—skins, coats or Russians.

T. R. Effie? wtrf-tv Wheeling

Football season . . . when you watch numbers on sweaters instead of [illegible].

Wheeling wtrf-tv

Just remember: When you're [illegible] rear, it means you're in front!

wtrf-tv Wheeling

Salesman: Honey, our association is having a big convention in New York. Do you mind very much if I attend?
Long-suffering wife: Of course, go right ahead. Just don't come back unexpectedly.

Wheeling wtrf-tv

Wheeling Television Ranks first in the Wheeling-Steubenville Industrial Ohio Valley. Others say it but we can prove it. Just ask George P. Hollingbery for the details.

wtrf-tv Wheeling

Overheard by Salesman Cy: Gimme three fingers of bourbon and a thumb of soda.

Wheeling wtrf-tv

Merchandising is a sales boosting bonus you get with your next spot schedule over WTRF-TV [illegible]

wtrf-tv Wheeling

Intercepted wire—from a Congo tribe to Khrushchev: Send more technicians. They are delicious!

Wheeling wtrf-tv

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

Alice in Numberland

CHAPTER IV

The Art of Balance

. . . The Knight fell heavily on the top of his head exactly in the path where Alice was walking.

"I hope no bones are broken?"

"None to speak of," the Knight said . . . "The great art of riding, as I was saying, is—to keep your balance properly . . ."

Proper balance in direct selling and advertising is important, too! Publications used to carry your sales message should be in tune with your sales objectives and markets.

Rather than detail here a *wonderland* of superlatives or a *numberland* of statistics, we ask you to take the time to talk to your PRODUCTION representative—or write us direct for details on how PRODUCTION can help you.

You'll be *impressed* with the exciting "firsts" and "onlys" in circulation policy, the challenges made regarding readership, and the effective balance of market penetration!

PRODUCTION is probably the most effective industrial magazine in America today. It can prove to be an exciting supplement to your direct sales efforts in 1961—*and* at no increase in cost!

PRODUCTION
the magazine of manufacturing
Bramson Publishing Company, Box 1, Birmingham, Michigan

In
CLEVELAND
nothing
sells
like
BEAUTIFUL MUSIC RADIO
WJW

the **STORER** *station backed by 33 years of responsible broadcasting*

CALL KATZ or National Sales Offices, 625 Madison Ave., New York 22 • 230 N. Michigan Ave., Chicago 1

Revlon Backs 'Peter Pan'; Commander on 'CBS Reports'

Revlon Inc., New York, will sponsor "Peter Pan," two-hour color production on NBC-TV Dec. 8 at 7:30 p.m., EST. Grey Advertising Agency placed the order.

At CBS-TV, Philip Morris Inc. sponsored "Money & the Next President," the second in the "CBS Reports" public service series, on Oct. 27. Purchase of the hour show was made through Leo Burnett Co. for Commander cigarets. This was the company's second sponsorship of a major public service telecast; it sponsored "The Year of the Polaris," for its Marlboro brand.

Enthusiasts' Buys 'Car Life'

Enthusiasts' Publications, Newport Beach, Cal., publisher of *Road & Track*, has bought *Car Life* from Great American Publications, New York. The first issue under the new ownership will appear in January. Headquarters will be shifted to the West Coast.

too valuable

VALUED—*This is one in a new institutional series that Pratt, Read & Co. is running monthly in the piano trade magazines.*

Pratt, Read Ads in Piano Books Push Keyboard Component

IVORTON, CONN., Nov. 1—Pratt, Read & Co. has launched an institutional campaign in music trade magazines to capitalize on its position as "America's oldest and largest manufacturer of piano and organ keyboards and actions."

Starting in October issues, the ads will continue monthly in *Music Trade*, *Musical Merchandise Review*, *Piano Guild Notes*, *Piano Technicians Journal* and *Piano Trades*. Using top executives as models, the campaign will cover the company's personnel, research and development, administration and physical plant.

Smith & Dorian, New York, is the agency.

Inferior Copies, Says Japan Doll Maker; Sues Woolworth

Tsukudaya Co. Ltd., Tokyo, manufacturer of the Dakkochan "embraceable" doll (it hugs anything and anyone it gets its arms around), has filed suit in New York supreme court against F. W. Woolworth Co. and three manufacturers, charging them with producing and selling imitations "of inferior quality, character and workmanship." Tsukudaya claims that the imitations are being advertised in a manner that "deludes" the public into believing they are the original Japanese dolls.

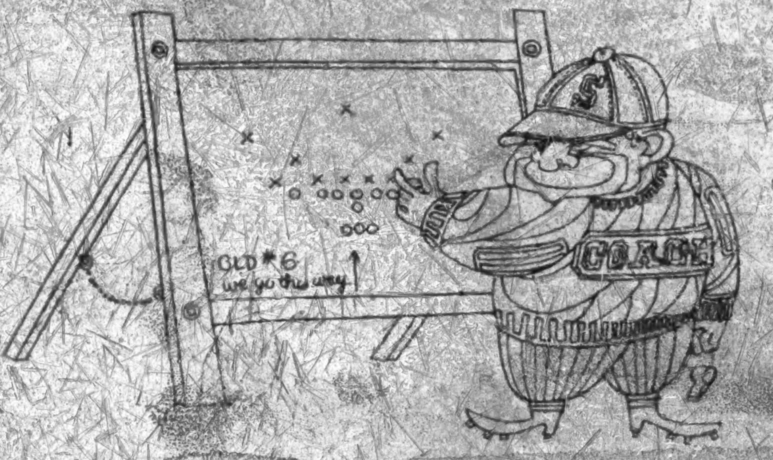
Named as defendants, in addition to Woolworth, are Alvimar Mfg. Co., Empress Varieties Mfg. Corp. and Kestral Inc. Kestral is a supplier to Woolworth. Tsukudaya has licensed Holiday Line Inc., New York, to produce the Dakkochan in the U. S.

Ben Bliss Adds Spratts, Nice

Ben B. Bliss Co., New York, has been named to handle a national advertising campaign for Spratts Danish brisling sardines by Arnold Sorensin Inc., New York. The drive will kick off in New York this month in newspapers and on radio and will extend to other markets later. Bliss also has been named to handle advertising for Nice sardines, a new Portuguese import. Newspapers and radio will be used, starting with the New York market.

KPLR-TV Names Plessner

M. L. Plessner has been promoted from an account executive to director of advertising, promotion and public relations of KPLR-TV, St. Louis.



The gentle art of

SECOND-GUESSING

other people's printing!

Many of the ablest, most sure-footed advertisers, promoters, and publicists bring us their plans, their copy, and available photographs and other art materials, and they say:

"Here is what we have it in mind to do! Let's run it through. And you shoot at it hard. If our scheme of presentation is not what it should be, you tell us. What we want is the best result for the purpose."

Such frankness always leads to an interesting "idea session." A printing project that started out as a lonesome and weary job suddenly catches fire. One keen mind strikes bright sparks out of another; vistas open up that no one present might have seen by himself; and the plan that finally emerges is one of many good ones—but *the one* that by common consent outshines all others.

This batting-the-ball-around technique works beautifully for almost any printed product—small, medium or big. A catalog that must sell profitably. An anniversary book that must be read. A "trip-through-the-plant" book to replace dog-weariness in the visitor with enjoyment and benefit all around. An annual report that has a human-interest quality welcomed by stockholders. A company history so brightly readable that it will spark many publicity stories in newspapers and trade journals. And so on.

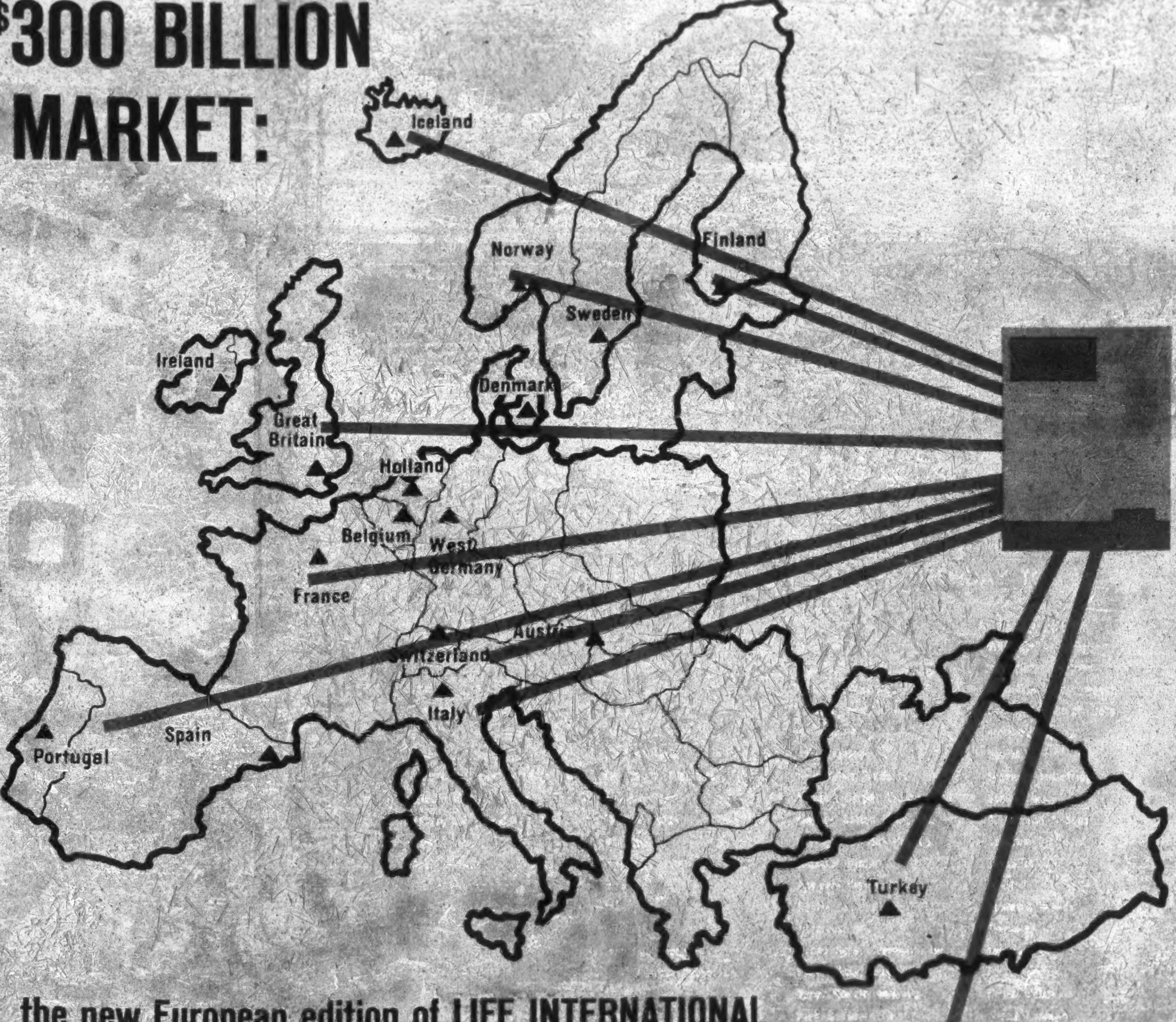
What Printing Project Would You Like To Bat Around? No matter how tough, it is welcome here. Let's have at least a preliminary talk about it, with no obligation whatsoever.

Drop us a line today! Or grab that phone, and dial CAlumet 5-2121 in Chicago. (Or YUkon 6-1144 in New York; DUnkirk 5-2946 in Los Angeles.) For your own happiness and success—or sanity!—*Act Today!*

The Lakeside Press
R. R. DONNELLEY & SONS COMPANY
350 East Twenty-second Street
Chicago 16

Sales offices also at:
220 East 42nd Street, New York 17
3400 Wilshire Boulevard, Los Angeles 5

PIPELINE TO A $300 BILLION MARKET:


Iceland
Norway
Finland
Sweden
Ireland
Denmark
Great Britain
Holland
Belgium
West Germany
France
Austria
Switzerland
Italy
Spain
Portugal
Turkey
Israel

the new European edition of LIFE INTERNATIONAL

For 14 years, LIFE INTERNATIONAL has been essential reading for industrial, government and community leaders throughout the free world. Beginning in June 1961, a new advertisers' edition for the European area will enable businessmen to concentrate their advertising in this, the world's prime market. The circulation of the new European edition will exceed 175,000 . . . on the continent of Europe, in the British Isles, Turkey and Israel.

This area has been experiencing the world's fastest economic growth during the past decade. Its gross product is up 80% to more than $300 billion; in 1959, its imports accounted for half of the free world's trade—and the area promises enormous future growth.

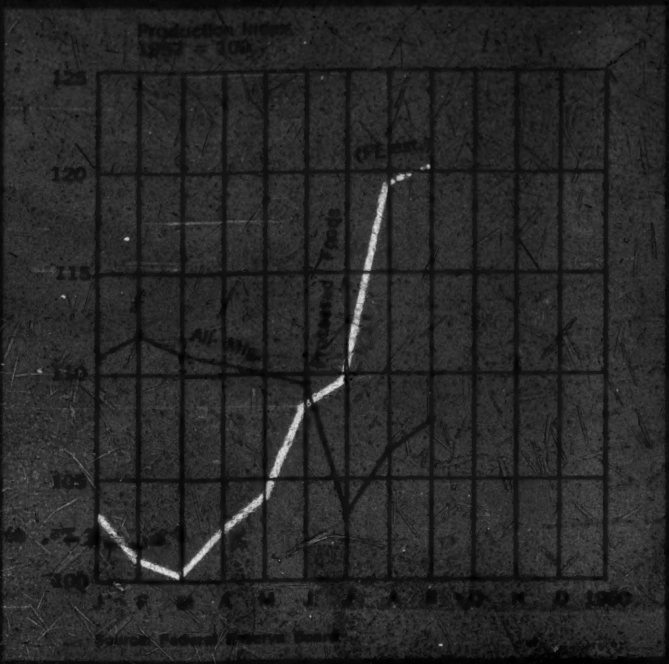
LIFE INTERNATIONAL plays and will increasingly play a part in that growth. Over the past three years, its ABC audited net paid circulation has increased 25%. And the major companies of every industrial nation in the free world are regularly represented in its pages.

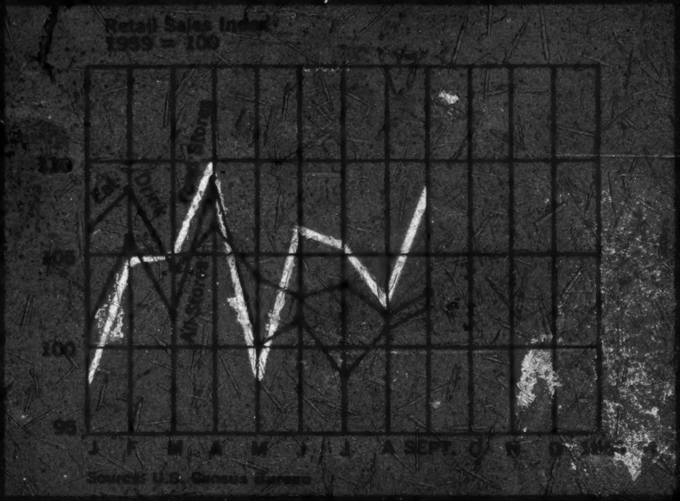
This new regional European edition will offer businessmen—both within Europe and those who export to Europe—a powerful pipeline to their best prospects in this best of markets. The first issue will be dated June 5, 1961. Investigate its opportunities for your firm now.

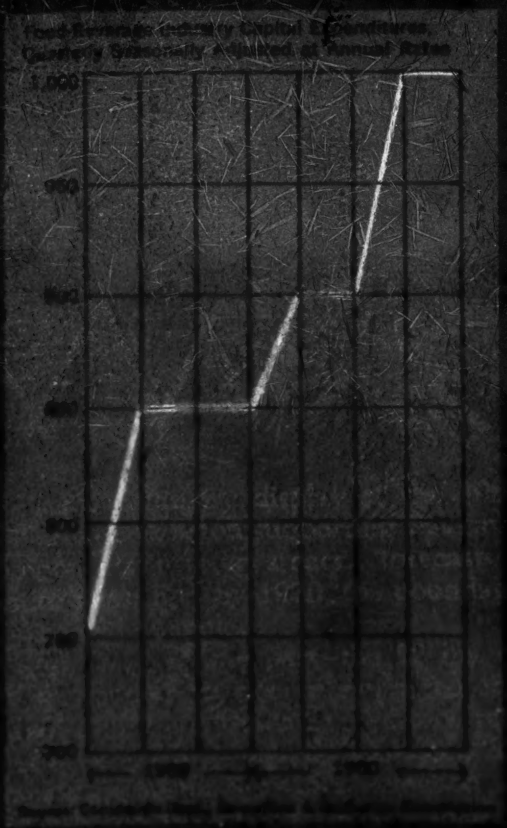
Rockefeller Center
New York 20, N.Y.

LIFE
INTERNATIONAL

MARKETS ARE HOT-ON







Food production is way up...

Food sales (retail) are climbing...

Food and beverage manufacturers' capital expenditures hit $1 billion...

WON BY MEN -THE-TRIGGER

REGARDLESS OF ECONOMIC UPS AND DOWNS, just about the last thing man is unkind to is his [illegible]. Regardless of the dips and [illegible] in your other major [illegible], U.S. food is up, and FOOD Engineering's board of editors say it's going to keep going that way.

We know. We can feel it. FOOD Engineering's [illegible] was never healthier. U.S. and Canadian food plant circulation is up a whopping 33 percent. We're now covering 38,000 as against 28,500 six months ago [illegible] circulation is lower . . . heck, it's the lowest in the field! And the coverage we're adding is as selective as if you, yourself, were handpicking those buyers. Chilton's impeccable standards permit nothing less.

They're reading like crazy. They're getting more [illegible] per ounce per page than they ever got before from their [illegible] management magazine. Maybe that's because the enlarged, [illegible] staff [illegible] the travel mileage calling on the men [illegible].

And never were our [illegible] better [illegible] help you do more business with this market [illegible] Marketing Assurance Program. That's another [illegible] moving in? In just the last few weeks, [illegible], Sunkist, Cherry-Burrell, Commonwealth of Virginia.

So let's look at it and [illegible] are [illegible] fast. The bare-boned simplicity of advertising [illegible] elements (1) *Right Message* (2) *Right Medium* (3) *Right* [illegible]. Man, what are you waiting for? [illegible] get into FOOD Engineering now . . . [illegible].

FOOD
A CHILTON PUBLICATION
FOR MANAG
IN MANUFAC
PACKAGING

FOOD ENGINEERING

A CHILTON PUBLICATION, CHESTNUT & 56TH STS., PHILADELPHIA 39, PA.

PENNSYLVANIA
OHIO
WEST VIRGINIA
Cleveland
Akron
Youngstown
Canton
Pittsburgh
McKeesport
Wheeling
Washington
Fairmont
Clarksburg
Butler
New Castle

YOU MISS
1/2
THE SIX BILLION DOLLAR
WHEELING-PITTSBURGH
MARKET WITHOUT
WWVA

CBS RADIO · ONLY 50,000 WATT NETWORK STATION IN AREA

the **STORER** *station backed by 33 years of responsible broadcasting* **CALL BLAIR**

Sewell Avery, Ex-Head of Ward, Is Dead at 86

CHICAGO, Nov. 1—Sewell Lee Avery, 86, former chairman and president of Montgomery Ward & Co. and U. S. Gypsum Co. and one of the century's most controversial business titans, died yesterday of a cerebral hemorrhage in his apartment. He had been in failing health for about a year.

Mr. Avery became chief executive of the huge merchandising house—then near bankruptcy—in 1931 after he had impressed J. P. Morgan & Co. with his company-saving performance at U. S. Gypsum.

Reputed a business genius, he took over Ward with a salary of $100,000—an amount he never changed—and an option on 100,000 shares of common stock at $11 a share. He used his option and for many years took pride in being the largest individual stockholder.

Mr. Avery's management of Ward was marked by frugality and conservatism, based on his firm expectation of a major postwar depression. His policies resulted in the accumulation of a cash balance of nearly $330,000,000—and Ward being left far behind in volume by its expanding rival, Sears, Roebuck & Co.

■ In merchandising, Mr. Avery's major contribution to Ward—and the mail order business in general—was his upgrading of mail order merchandise and the catalog. The retail store division was relatively neglected because Mr. Avery, expecting a second depression, deemed building costs out of line and chose to wait for a drop in prices that never materialized.

Higher quality of Ward merchandise was a fetish of his, and he sought to have the best in every line, even when it was not economically justifiable. Patek Philippe watches, for example, were used to raise the level of the jewelry department, even though few of the expensive timepieces were ever sold.

■ In the catalog, Mr. Avery insisted on as close an approach to reality as was possible to attain. He introduced photographic illustrations "that couldn't cheat" and favored the use of color and rotogravure. Vitally interested in the catalog, he made it his practice to review practically every page. He eliminated extraneous devices and had a new type face cut to replace the large number of faces previously used.

[illegible] insistent on good taste, Mr. Avery felt that human figures and [illegible] apparel were a distraction and [illegible] their use. [illegible] that survived his management at Ward is his [illegible] of excellence [illegible] for extremely [illegible] a 90/60 ratio [illegible] and copy.

■ [illegible] Ward [illegible] in 195[illegible] [illegible] Louis E. [illegible] unsuccessfully [illegible] the company [illegible] Mr. [illegible] that he [illegible] the presidency and board chairmanship to [illegible] A. Barr [illegible] he remained as a director. He also [illegible] his other business activities, resigning as director of several companies.

Mr. Avery was born Nov. 4, 1873, at Saginaw, Mich. He was graduated from the University of Michigan law school in 1894 and went to work for the Alabaster Co., in which his father held an interest. When the company became a part of U. S. Gypsum, formed from some 30 firms by J. P. Morgan & Co., young Mr. Avery joined its sales staff in New York. Four years later he became president and held this post until his election as chairman in 1937. He resigned from this post in 1951, remaining a director.

Mr. Avery's fortune was estimated at around $40,000,000.

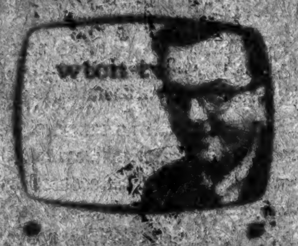
FRED H. BARLOW

DENVER, Nov. 1—Fred H. Barlow, 53, head of a transit advertising firm bearing his name, died Oct. 25 in Porter Hospital, where he had been admitted a month ago.

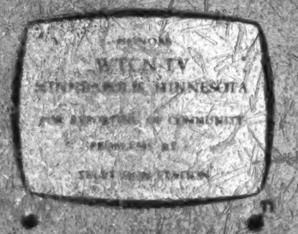
As a director of the Advertising Assn. of the West, Mr. Barlow in 1956 attended a White House conference on advertising's role in national affairs.

A native of Bonner's Ferry, Ida., he became manager of transit advertising for Fielder, Sorensen & Davis, Spokane, Wash., in 1946 and was transferred to Salt Lake City in 1950. He was a director of the Spokane adclub and president of the Salt Lake adclub. Mr. Barlow came to Denver in 1955 and established his own business. ■

THIS IS THE NEWS. WTCN-TV HAS BEEN NAMED CO-WINNER OF A TOP NATIONAL AWARD . . .



. . . BY THE RADIO TELEVISION NEWS DIRECTOR ASSOCIATION WTCN-TV SHARES THE AWARD—FOR TELEVISION REPORTING



. . . OF A COMMUNITY PROBLEM FOR 1960—WITH A LEADING COMPETITIVE STATION . . .

. . . THIS IS THE FIRST TIME IN HISTORY THAT 2 STATIONS IN THE SAME MARKET HAVE SHARED THE TOP AWARD.

"GOPHERS"
TIE IT UP!

WTCN-TV is rolling in "gopherland." Powering ahead. Gaining in the national rankings. Perhaps nothing points this up so eloquently as the recent RTNDA national award—shared equally by WTCN-TV with a local station that has been quite alone on its throne for years.

The odds are changing. Much of the smart money is going on the WTCN-TV "gophers" to win. Why? New team, new strategy, new impact in the Twin Cities market.

It's time to re-assess the relative strengths. Make sure you've got a winner in the important Twin Cities market. Get your money down on WTCN-TV while the odds are still in your favor.

Your Katz man will be glad to book you.

Art Swift
STATION MANAGER

wtcn-tv AND RADIO
ABC STATIONS FOR MINNEAPOLIS · ST. PAUL
Represented Nationally by the KATZ Agency

Who reads
CHICAGO'S AMERICAN?

"I especially like the columns by Leo Fischer, Warren Brown and William Gleason. I also like Ha[illegible]lo's cartoon."

Donald A. Kriske,
truck driver,
4025 N. Marmora av.

"The American has, in my opinion, the best pictures—both local and wirephoto—of any paper I have ever read."

George Christ,
service station owner,
8729 Merrill av., Niles

"I'm a Black Hawks fan and you have the best coverage of all sports. Don Moulton is the best hockey writer in town."

Frank Guida,
bellboy,
827 W. Arthington st.

"I like the coverage you give the Bears, Sox and Cubs. I also enjoy the boxing stories of Wendell Smith."

Ralph Whittle,
waiter,
4457 N. Paulina st.

"I like everything about Chicago's American. It's well written and gives me all the news. It's my favorite paper."

Richard H. Parker,
baker,
1533 W. Oakdale av.

"The food buys listed each Thursday are wonderful. I am also partial to health and child rearing features."

Yvonne Carlson,
housewife,
9339 Linder, Skokie

"We do," say enthusiastic Chicagolanders

CHICAGO'S AMERICAN

Wholly owned subsidiary of the Tribune Company, Chicago, Illinois

Foundry Group Sets Plan to Cut Exhibition Costs

Des Plaines, Ill., Nov. 2—The American Foundrymen's Society has established a set of policies governing industrial expositions designed to check "pyramiding costs" of these events.

The AFS has signed an agreement with officials in San Francisco, where the group's Castings Exposition & Congress will be held next May 8-12.

William W. Maloney, general manager of AFS, said the policies set ground rules concerning labor charges and other costs by service organizations which work with exhibitors in setting up and operating the show exhibits. Three fundamental points are contained in the new policy:

1. Prior agreement between show sponsors and exhibit hall officials on who is responsible for various activities and services, to avoid costs which should be borne by the exhibit hall, and to avoid jurisdictional labor disputes.

2. Establishment of obligations of the show sponsor and the service organizations, to prevent the service groups from billing individual exhibitors without approval of the sponsoring group.

3. Development of a system for daily control and adjustment of all questionable exhibit service charges.

Mr. Maloney cited the following as some of the causes of excessive exhibit costs and troubles:

- Exhibitors fail to provide sufficient advance data on requirements.
- Excessive mark-up on service charges for labor, equipment and other services.
- Service contracts fail to give adequate, reasonable advance cost estimates.
- Lack of work and performance standards for exhibit [illegible].
- Abuse of overtime rates.
- Failure of local officials to prevent work stoppages caused by jurisdictional disputes.
- The tendency of exhibitors to buy special treatment from labor or service organizations.
- Failure of sponsoring organization to act promptly on behalf of exhibitors when special conditions arise.

"Unless we can reduce the cost of operating exhibits," Mr. Maloney said, "the industrial exposition is on the way out."

He said that he believes the AFS set of policies concerning expositions is unique, and he will present them to the National Assn. of Exhibit Managers meeting next month.

Armistead
Carter
Crowe
Broiles
Davis
Jones
Corcoran
Heard
De Jernett

TEXAS GROUP—When five Texas dailies announced formation of The Texas Group it brought together in Dallas James Armistead, Nashville Banner and Tennessean; Amon Carter Jr., Fort Worth Star-Telegram; Harry L. Crowe, Cling Peach Advisory Board; Rowland Broiles, Rowland Broiles Co., Fort Worth; O. Eugene Davis, Beaumont Enterprise and Journal; John T. Jones Jr., Houston Chronicle; E. F. Corcoran, Branham Co.; Denny Heard, Gulf Oil, Houston, and Ira De Jernett, De Jernett Advertising Agency, Dallas.

Five Dailies Form Texas Group, Set Package Discounts

(Continued from Page 3)

the unit and the frequency of insertion. Thus a 100-line advertiser earns 1% on a five-time schedule, 2% on ten insertions, 4% for 20 times, 6% for 30 times, 8% for 40 insertions, and 10% for a 50-time schedule.

- A 1,000-line advertiser picks up a [illegible] discount for five insertions, [illegible] for ten, 10% for 20, 12% for 30, 14% for 40, and 16% for 50 insertions. Advertisers scheduling 2,400 lines or more are eligible for a maximum 20% discount on a 50-time schedule.

The straight bulk discount plan involves a [illegible] discount for from 2,100 to 4,999 lines, [illegible] for 5,000 to 9,999, [illegible] for 10,000 to 24,999 lines, [illegible] for 25,000 to 49,999 and [illegible] for 50,000 lines or over.

- Under terms of the plan advertisers must schedule the same [illegible] units in all group papers, [illegible] may vary content and copy, and also [illegible] of insertion as much as 30 days within the same calendar month.

Multiple products of the same advertiser may be combined for frequency and volume purposes under either of the two rate plans, provided the products are controlled by the advertiser through ownership. Advertisers may also use more than one agency in placing copy and still obtain accumulated discounts.

Color premiums and color comics advertising are not covered by the group discount plan.

Branham Co. is the group's national representative.

Fielder
Raminger
Workman
Schlenther
Craig

ADMEN LISTEN—Conway Craig, publisher of the Corpus Christi Caller-Times, has an audience of [illegible] admen at the press conference in Dallas announcing formation of The Texas Group. They are Richard Fielder, Fitzgerald Advertising, New Orleans; [illegible] Raminger, Raminger Ad Agency, Dallas; Ted Workman, Ted Workman Advertising, Dallas, and Stanley Schlenther, Fuller & Smith & Ross, Fort Worth.

Folger Coffee Companies Set Merger Dec. 31

Merger of the two Folger coffee companies has been approved by the stockholders to go into effect on or about Dec. 31, it has been announced by Joseph S. Atha, president of J. A. Folger & Co., Kansas City, and J. A. Folger, president of J. A. Folger & Co., San Francisco. Mr. Atha will become board chairman and chief executive officer of the combined operation, and Mr. Folger will be president. All present Folger offices and manufacturing plants will be maintained, and central headquarters will be in San Francisco. Cunningham & Walsh is the agency for Folger of Kansas City; Fletcher Richards, Calkins & Holden handles the San Francisco company, and no changes are contemplated at present, Advertising Age learned.

Although until the merger the two companies were completely independent of each other financially, they sell the same product in the same package.

POPAI Releases New Film

A color [illegible] film, "The Role of Point-of-Purchase Advertising in Modern Marketing," was released by the Point of Purchase Advertising Institute, New York, Nov. 1, at the opening of the 14th annual POPAI symposium and exhibit. It will be available for public distribution after Nov. [illegible].

Mutual Trust Sets Up PR Unit

Mutual Trust Life Insurance Co., Chicago, has established a public relations department which will be headed by John E. Clark, vp and director of public relations. Mr. Clark served as an account executive with Young & Rubicam, New York, for 14 years before joining Mutual Trust.

Stores Optimistic on Yule Prospects—but Fewer Tha [illegible] '59: BofA

New York, N[illegible]—The nation's retailers forecast [illegible] increase in sales volume [illegible] upcoming Christmas selling [illegible], according to a survey by the Bureau of Advertising, American Newspaper Publishers Assn.

Based on a check of [illegible] retailers in 130 markets, the BofA study indicated that [illegible] of the merchants expect a [illegible] increase in volume, 30% see no change in sales, [illegible] forecast a decline in volume from last year.

In 1959 8[illegible] of the merchants saw an increase in Christmas sales, the BofA said.

Profits will also be tight this year. The BofA said 39.7% expected an increase, [illegible] 27.8% saw no change in the profit picture from last year and 32.[illegible] expected profits to decline about 5% on the average.

- With the prospect of a tougher selling season, the BofA reported that 35.1% of the merchants surveyed plan to increase ad expenditures 15%, while 54.[illegible] will maintain advertising at last year's level. Decreased ad spending by about 10% was forecast by 10.2% of those surveyed.

Hugin Registers to Lupton

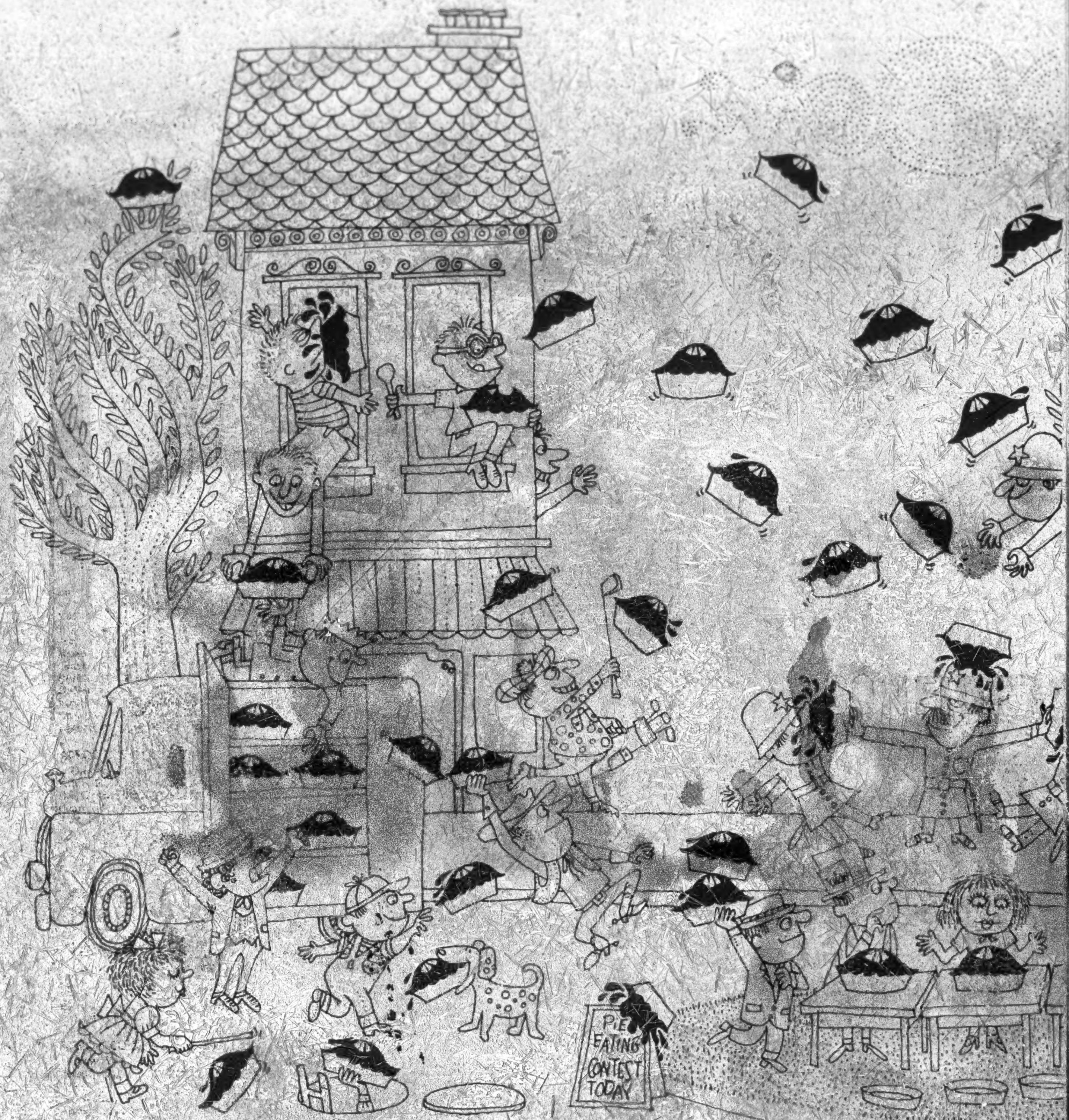
Hugin Cash Registers, N.Y., marketing division of the Swedish company, Hugin Kassaregister AB, has appointed John Mather Lupton Co., New York, to handle its advertising.

Flint
Barnes
Fitzsimonds
Henkin

BROADCASTERS—During a lull in the sessions of the Omaha regional meeting of the National Assn. of Broadcasters, these station men took time out for a chat: Glenn W. Flint, KCMT-TV, Alexandria, Minn.; Tom Barnes, WDAY, Fargo; K. E. Fitzsimonds, KABR, Aberdeen, S. D., and Mort Henkin, KSOQ, Sioux Falls.

Fry
Higgins
Volger
Hudgens

GOOD FELLOWS—Gathered at the regional meeting of the National Assn. of Broadcasters in Omaha were Paul Fry, R. C. Crisler & Co., Omaha; George Higgins, KMBC, Kansas City; George J. Volger, KWPC, Muscatine, Ia., and Joe Hudgens, KRNT-TV, Des Moines.



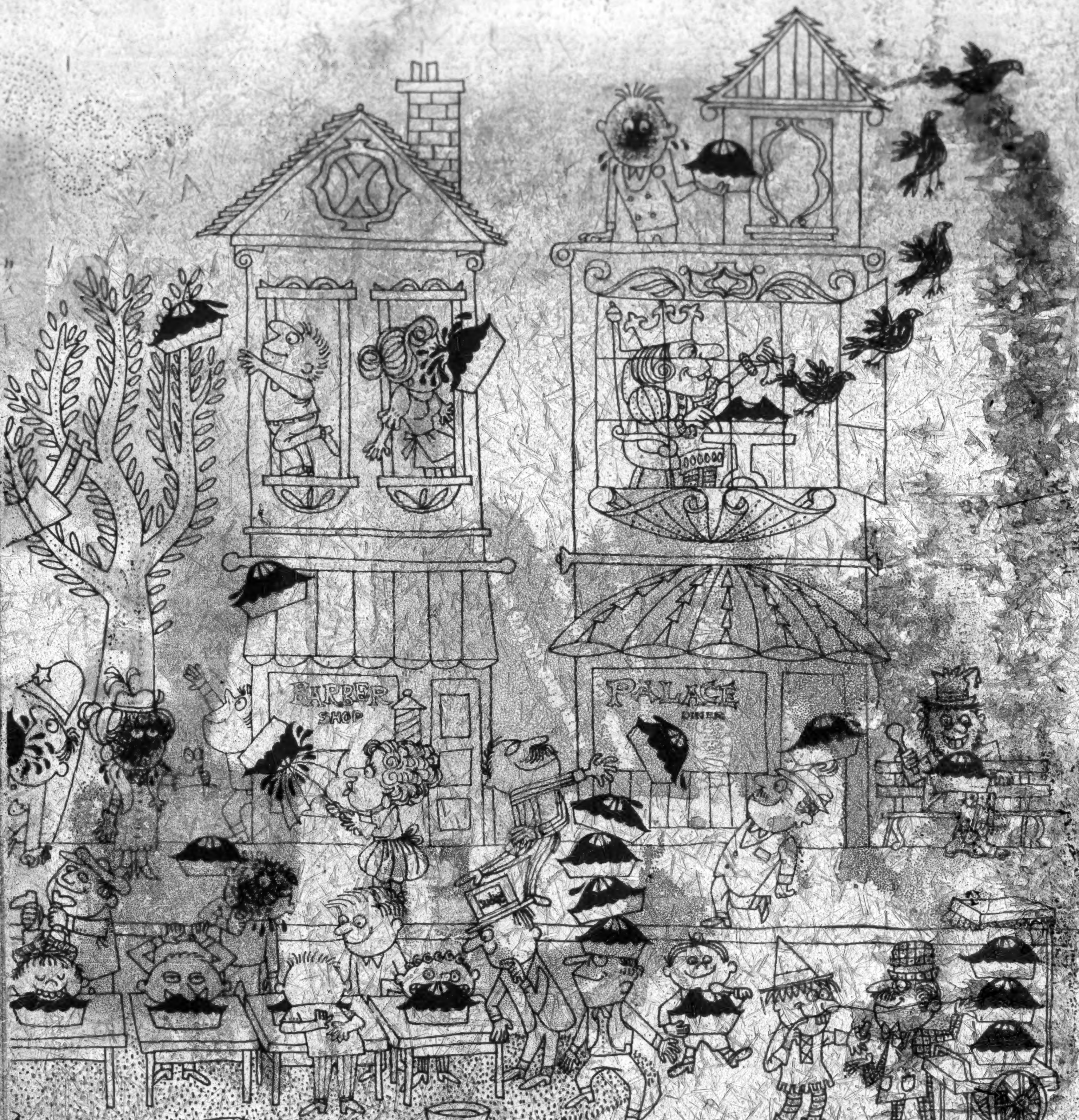
Media's Law:

To a seller of blueberry pies the pulling power of an advertising medium is equal to the number of blueberry pies sold.

To media men, pulling power is influenced by several interrelated factors.

These factors are expressed in a law or formula that looks like this:

Pulling Power
Circulation Volume
×
Editorial Vitality
×
Reader Confidence



The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, outpulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

Chicago Tribune

sells
DISTRIBUTORS
AND
RETAILERS
sells
SIOUXLAND
CONSUMERS
Sioux City Journal
BEST RETURN FOR ADVERTISER'S DOLLAR

SCORE **TWICE** WITH ONE PITCH!

Your advertisement in the Sioux City Journal does a DOUBLE selling job!

Here's the ONE media that gets enthusiastic response from both seller and buyer . . . does the job right down the line . . . from distributor—to retailer—to consumer . . . in Sioux City AND the rich 48-county Siouxland area.

For a total selling job — in Siouxland — use
SIOUXLAND'S BIG FAMILY NEWSPAPER

The Sioux City Journal.
National Representatives — JANN & KELLEY INC.

Coming Conventions

Nov. 12-13. National Federation of Advertising Agencies, central states meeting, St. Louis.

Nov. 13-16. Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va.

Nov. 13-16. National Newspaper Promotion Assn., eastern regional convention, Sheraton Hotel, Rochester, N.Y.

Nov. 14. National Business Publications, San Francisco regional conference, Jack Tar Hotel.

Nov. 14-15. National Assn. of Broadcasters, fall conference, Statler Hilton Hotel, Washington, D. C.

Nov. 14-16. Broadcasters' Promotion Assn., annual convention, Sheraton Charles Hotel, New Orleans.

Nov. 14-16. Southern Newspaper Publishers Assn., 57th anniversary convention, Boca Raton Hotel and Club, Boca Raton, Fla.

Nov. 16. Associated Business Publications, fall conference, Hotels Ambassador, Chicago.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Nov. 17. National Business Publications, Los Angeles regional conference, Sheraton-West Hotel.

Nov. 17-19. Junior Panel Outdoor Advertising Assn., annual convention, Pittsburgh Hilton Hotel, Pittsburgh.

Nov. 18-19. Advertising Federation of America, 8th District conference, Holiday Inn, Madison, Wis.

Nov. 21-22. National Assn. of Broadcasters, fall conference, Edgewater Beach Hotel, Chicago.

Nov. 28-29. National Assn. of Broadcasters, fall conference, Biltmore Hotel, New York.

Nov. 30. American Assn. of Advertising Agencies, east central region annual meeting, Statler Hilton Hotel, Detroit.

Dec. 13. Assn. of National Advertisers workshop on "Gaining Sales Force and Trade Support for Your Promotional Program," The Plaza, New York.

Dec. 28-30. American Marketing Assn., winter conference, Coronado Hotel, St. Louis.

Jan. 15-16, 1961. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

Jan. 26, 1961. Assn. of National Advertisers, workshop on Advertising Evaluation, Plaza Hotel, New York.

Feb. 1, 1961. Advertising Federation of America, mid-winter conference, Statler Hilton Hotel, Washington, D. C.

Feb. 14-15, 1961. Assn. of National Advertisers, cooperative advertising workshop, Hotels Ambassador, Chicago.

Feb. 16, 1961. Business Publications Audit, annual meeting, Hotel Biltmore, New York.

Feb. 24-25, 1961. Newspaper Advertising Executives Assn. of the Carolinas, winter meeting, Hotel Francis Marion, Charleston, S. C.

March 2, 1961. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

March 12-17, 1961. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 16-21, 1961. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, [illegible]

April 21-22, [illegible] Advertising Federation of America, [illegible] Savery Hotel, Des Moines, [illegible]

May 4-6, 1961. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 28-31, 1961. Advertising Federation of America, annual convention, Park Sheraton Hotel, Washington, D. C.

June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

July 9-12, 1961. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Oct. 4-6, 1961. [illegible] Assn., annual [illegible] New York.

FIRST CLASS
SPECIAL
DELIVERY
FOR IMMEDIATE
ATTENTION
HANDLE WITH CARE
USE NO HOOKS

Very special delivery...
right to your product doorstep!
Every key prospect in the shoe business...
delivered by the Recorder...prepared
to listen...pre-disposed to buy. The men
who count, count on the Recorder for
up-to-the-minute know-how, know-what and know-where.
It has the stamp of authority, the asset of attention.

the one that tells 'em is the one that sells 'em

BOOT and SHOE
Recorder
A CHILTON PUBLICATION

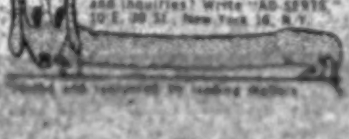
Y&R Shifts Martinez to Mexico, Hardy to Venezuela

Young & Rubicam has [illegible] executives in Latin America. [illegible] H. Martinez, [illegible] Caracas office since [illegible] has been moved up to Mexico [illegible] of the agency's Mexican operations. To Caracas as manager goes Jack C. Hardy, formerly an international account supervisor in New York. Mr. Martinez succeeds Joseph H. Vaamonde, who has shifted back to New York.

Miguel H. Martinez

Jack Hardy

Both Mr. Martinez and Mr. Vaamonde have served in San Juan, where Y&R's other Latin American office is located. Mr. Vaamonde went to Mexico last year to succeed James Stanton, who resigned. Mr. Hardy was assistant manager in Caracas from 1957 until the end of 1959.



LOW, MAN, LOW
Want the lowdown on "AD-SERVE"—new, "proven source of low-cost consumer mail orders, subscriptions and inquiries? Write "AD-SERVE," 10 E. 39 St., New York 16, N.Y.
[illegible] and accepted by leading mailers

SHE CAN'T BEAR TO LET IT GO!

Over 60% of Woman's Day readers interviewed expect to keep it two months or longer!

4,600,000 Woman's Day readers not only go out to buy it ... they *hang onto it* until it's dog-eared and weary! According to the new Roper Study, well over 60% of the women questioned said they would probably keep their copies two months or longer. Proof that Woman's Day serves as a virtual household encyclopedia!

They read it once ... they read it twice ... and they read it once again! (And every single *time* they read it, they're exposed to somebody's advertising!) They refer to it ... they discuss it ... they clip it ... and they even frame it! No moving [illegible] can tear her away from it. Why?

It's because every word on every page of every issue of Woman's Day is edited with the specific interests of the great American home-maker in mind. It tells her what she wants to know ... when she wants to know it ... in terms she understands! It's the magazine women buy to read ... and read to *buy*! It's your shortcut to a very specific and profitable market!

Ask your representative for all the [illegible] facts from the new Roper Study on why women buy Woman's Day, what [illegible] use they make of it, [illegible] its influence [illegible] ... based on nationwide interviews with two groups of Woman's Day readers, buyers of the magazine in early November, buyers in late November.

FAWCETT ... SALESPOWER IN DEPTH

BUY A KING-SIZE MARKET
EL PASO — CAPITAL CITY OF The Fabulous Southwest

EL PASO advanced from 75th to 46th place among the Nation's largest cities with a population gain of 109% — 1960 Census 272,239 and the BIG 5th City of Texas!

The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Along the Media Path

During the recent "Better Meals Build Better Families" campaign, the **Milwaukee Journal** carried 92 pages of editorial and advertising color. Part of this was an exclusive series of eight full-color pages of "go-together" food products in breakfast, lunch and dinner settings.

- The Oct. 22 edition of the **Montreal Star** included a 16-page section showing to the public for the first time what the newspaper's new building will look like when it is opened in the near future. The preview marked the first color printing the *Star* had used in its 93 years of publishing.

- The December-January issue of **Vogue Pattern Book** carries a complete capsule catalog section containing more than 300 different Vogue pattern designs.

- The **Boston Sunday Herald** published a four-color 180-page special rotogravure section on Oct. 30 to commemorate the first century of the Massachusetts Institute of Technology.

- Forty-one daily and seven weekly newspapers in the U. S. and Canada, with a combined circulation of more than 2,500,000, have asked for mats of the **Philadelphia Daily News** series of ads promoting the role of advertising.

- A Fairchild chair of communications, endowed with a grant of $50,000 from **Fairchild Publications**, will be established at the Fashion Institute of Technology, New York. Fairchild's contribution honors the company's founders and coincides with the celebration of the 50th anniversary of *Women's Wear Daily*.

- "Follow Through," a catalog of merchandising aids, has been published by **House Beautiful.** The 28-page catalog contains 27 different items designed to help advertisers get the most out of their ad campaigns in *House Beautiful*. Additional information may be obtained from *House Beautiful*, 572 Madison Ave., New York 22.

- All five Chattanooga network radio stations, **WAPO**, **WDEF**, **WDOD**, **WDXB** and **WOGA**, will join together on Nov. 14 for a special five-hour intra-city Christmas Seal broadcast.

- "Just How Big Is the Power of Prevention," a 12-page reader survey, has been published by **Prevention.** The survey analyzes readership by age, sex, home ownership, buying patterns and health interests. Copies are available from *Prevention*, Organic Park, Emmaus 8, Pa.

- **KMOX-TV**, St. Louis, has published an "Election Guide," which contains brief histories of the Republican and Democratic parties, short sketches of the candidates for President and Vice-President, voting requirements, and an electoral vote scoreboard.

- C. D. Bertolet & Co., publishers' representative, has premiered a new slide film presentation, "Mice Story," concerning the **Our Sunday Visitor-Denver Register** Catholic newspaper unit, with a combined circulation of 1,764,862. Agency media buyers will view the showings in principal cities.

- **Department of New Laurels:**

Advertising revenue of **The Saturday Evening Post** for the first nine months of this year reached a record $75,956,105, a $9,242,028 gain over the comparable 1959 period.

Advertising linage in **'Teen** for the first nine months of 1960 came to 59,724 lines, a 127% gain over the 26,320 lines recorded for the same 1959 period.

Gross advertising billing for **Armed Forces Management** for the first nine months of 1960 came to $132,316, a 35.7% increase over the same period the previous year. ■

• WIRE • METAL • WOOD • PLASTICS • LITHOGRAPHY • SILK SCREEN • CORRUGATED FLOOR STANDS •

THESE LEADERS CHOSE...
INTERSTATE BOOCHEVER
FOR THEIR INCREASED PROFIT MAKING
POINT OF PURCHASE DISPLAYS
WITH HEARTFELT THANKS ON OUR 2nd BIRTHDAY TO

Air France
Allied Mills
Alcoa
American Bakeries
American Bakers Ass'n.
American Chicle
American Cyanamid
American Home Foods
Associated Products
Bemis Jason
Boyle-Midway
Bristol-Myers
Browne Vintners Co.
Brown Shoe Co.
Burry Biscuit
Harold Cabot & Co.
Calvert Distillers
Chesebrough-Pond's
Coca-Cola
Colgate-Palmolive
Corning Glass
Coty, Inc.
Cunningham & Walsh
Dana Perfumes
Dixie Cup
Monroe F. Dreher
Eberhard-Faber
Four Roses Distillers
General Electric
General Foods
Gillette
Hamm Brewing
Heublein, Inc.
Ideal Toy
International Latex
Johnson & Johnson
I. B. Kleinert Rubber Co.
Knomark, Inc.
Landers, Frary & Clark
Lea & Perrins, Inc.
Le Pages
Lever Bros.
Liggett & Myers
Lovable Brassiere
McCann-Erickson, Inc.
Mennen Co.
MGM Records
Polk Miller Products
Mohawk Carpet Company
Morgan Cotton Mills, Inc.
Narragansett Brewing Co.
National Biscuit
National Distillers
Nestle Co.
Norcross, Inc.
Ocean Spray Cranberry, Inc.
Paper Mate Company
Paper Novelty Mfg. Co.
Park & Tilford Co.
Personal Products Corp.
Charles Pfizer
Pillsbury
Publicker Industries
Puck (The Comic Weekly)
Reeves Soundcraft Corp.
Reliance Mfg. Co.
Revlon
Schenley Industries
Schick, Inc.
C. Schmidt & Sons
Seagram Distillers
Seven-Up
Shulton
Standard Brands
Sylvania
The Toni Co.
Vick Chemical
Hiram Walker
Warner-Lambert
Westinghouse Electric
Whitehall Labs.
Zebco Co.

THE CREATIVE HOUSE...
INTERSTATE BOOCHEVER

18-09 POLLITT DRIVE
FAIR LAWN, NEW JERSEY

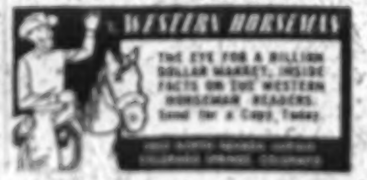
New Jersey Phone:
SWarthmore 7-8400

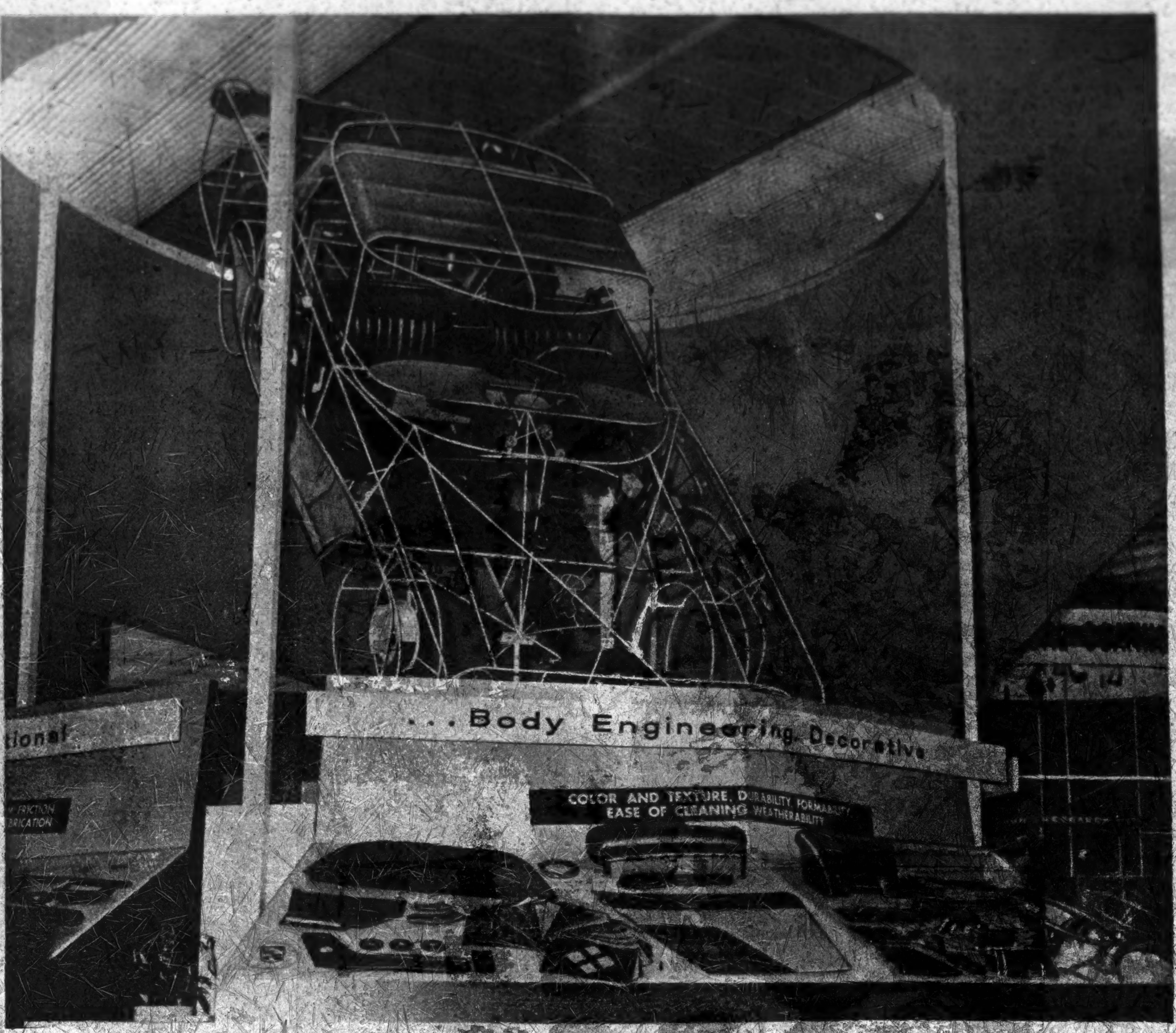
New York Phone:
ORegon 7-6804

ASSEMBLING • WAREHOUSING • DROP SHIPPING • CONSTRUCTIONS • PAPER SCULPTURE • RESEARCH • METALLIC FOILS • PRETESTING

COUNTER DISPLAYS • WINDOW DISPLAYS • SPECTACULARS • LIGHT • MOTION DISPLAYS • PREPACK DISPLAY SHIPPERS • DESIGN • ART • FIXTURES •

• PRINTING FROM 1 TO 10 COLORS • METALLIC INKS • COMPLETE FINISHING • DIE CUTTING • COLLATING •


WESTERN HORSEMAN
THE EYE FOR A BILLION DOLLAR MARKET, INSIDE FACTS ON THE WESTERN HORSEMAN READERS. Send for a Copy Today


tional
...Body Engineering Decorative
COLOR AND TEXTURE, DURABILITY, FORMABILITY
EASE OF CLEANING WEATHERABILITY

FRAMEWORK for greater plastics sales

This Society of the Plastics Industry display at the 1961 National Auto Show...a wire skeleton supporting the more than 300 plastics components in today's cars...forecasts a bright future for plastics sales. For, by 1970, the poundage of plastics per car is expected to triple.

More parts per pound, less cost per part—the 22 lbs. of plastics parts in the 1961 models replace an estimated 150 lbs. of metals. But that's only half the story. Plastics materials have broken the bonds that bound designers, for these man-made materials provide a wider selection of physical properties than is available in the entire range of metals...besides being less costly to fabricate, finish and install.

Based on 1961 industry estimates, the sale of plastics materials for cars alone will exceed 150 million pounds. Add the innumerable applications in the construction field, in home and office appliances, furniture, packaging, boating, luggage and other items, and you have a tremendous market. For the thousands of companies who make, mold and finish plastics *all* require materials, machines, motors, tools, dies and a host of other equipment, supplies and services.

The best way to reach this mushrooming market is through the pages of MODERN PLASTICS—the dominant magazine in the field, with more editorial material, more paid subscriptions and more advertising than all other plastics publications combined.

A brand new brochure—MODERN PLASTICS *and The Changing Plastics Market*—explores and explains the changes that are taking place in the field. This booklet, as well as our *1961 Market and Media Data File*, may be secured from our nearest office. Write for your copy today.

MODERN PLASTICS

A Breskin Publication—Authority of the Field for 35 Years

Offices: New York, 575 Madison Ave.; Cleveland, 3537 Lee Rd.;
Chicago, 620 N. Michigan Ave.; Los Angeles, 6535 Wilshire Blvd.;
Atlanta, 1722 Rhodes Haverty Bldg.

TO SELL THE VITAL TEXAS MARKET AT THE P

A POWERFUL ADVE

5 GREAT TEXAS NEWSPAPERS IN 5 DOMINANT CITIES

BEAUMONT ENTERPRISE AND JOURNAL • DALLAS TIMES HERALD

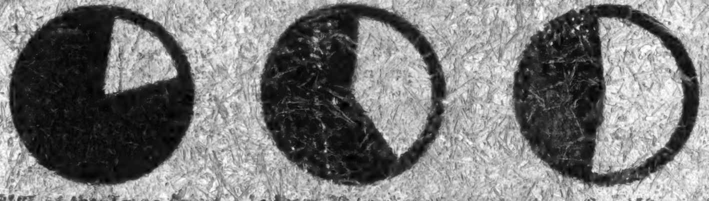
San Antonio Express AND NEWS

HOUSTON CHRONICLE • FORT WORTH STAR-TELEGRAM

The TEXAS GROUP

THE DAILY PICTURE

Average 46% coverage of a $10½ billion market. Daily, the Texas Group reaches 153 counties with 10% or better coverage of an effective buying income in excess of $10¼ billion.

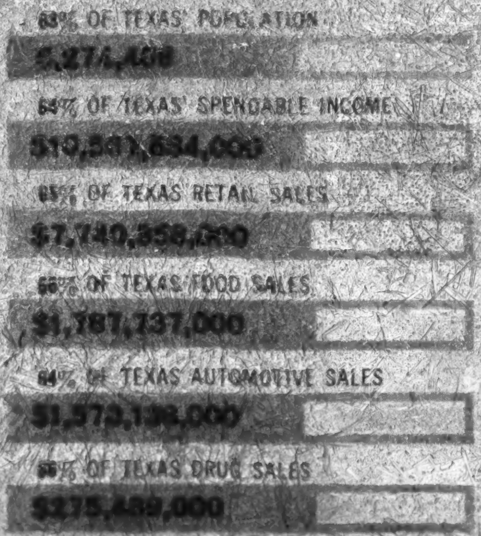


81% of the Texas Group total daily circulation is in the 30 big-city counties.

In these 30 key counties, the Texas Group reaches an average of 5[illegible]% of the households daily.

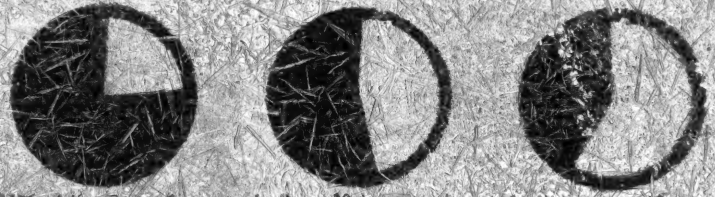
In the entire 153-county market, the Texas Group covers 46% of the households daily.

THE TEXAS GROUP 153 COUNTY DAILY MARKET ACCOUNTS FOR:



THE SUNDAY PICTURE

Average 41% Coverage of an $11 Billion Market. Sunday, the Texas Group reaches 173 counties with 10% or better coverage of $10,996,365,000 effective buying income.

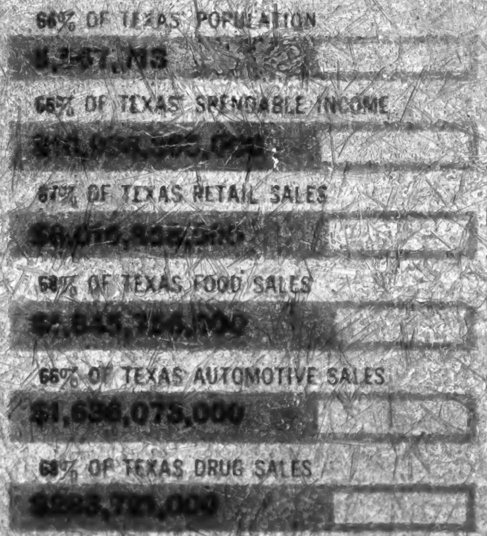


77% of the Texas Group total Sunday circulation is in the 30 big-city counties.

In these 30 key counties, the Texas Group reaches an average of 55% of the households Sunday.

In the entire 173 county Sunday market, the Texas Group covers 41% of the households Sunday.

THE TEXAS GROUP 173 COUNTY SUNDAY MARKET ACCOUNTS FOR



The Corpus Christi Caller AND Times (OPTIONAL)

THE LARGEST NEWSPAPE

874,260 DAILY CIRCULATION • 830,500 SUNDAY CIRCULATIO

OINT OF DECISION, IN THE AREA OF INFLUENCE

RTISING PACKAGE

COVER 153 COUNTIES DAILY

874,260 CIRCULATION

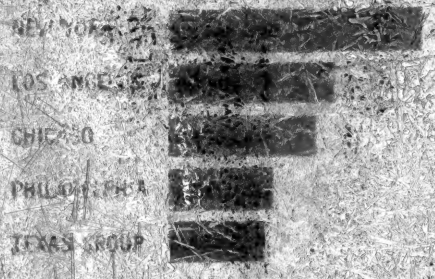
AT DISCOUNTS TO 23%

ONE ORDER-ONE BILL-ONE REPRESENTATIVE

THE TEXAS GROUP CITIES CONSTITUTE A $7 BILLION METROPOLITAN MARKET

The Texas Group's metropolitan [illegible] effective buying income of $[illegible] [illegible] cities, the principal trade centers of Texas [illegible] commercial influence on the state [illegible] the majority of facilities for wholesale distribution and retail buying, because the bulk of Texas' trade flows through these principal trading centers, it is in these 5 Texas cities that distribution and sales should be first established.

[illegible] METROPOLITAN AREA POPULATION RANKS 5th IN THE NATION



THE TEXAS GROUP METROPOLITAN AREA ACCOUNTS FOR

41% of Texas Population

44% of Texas Spendable Income

45% of Texas Retail Sales

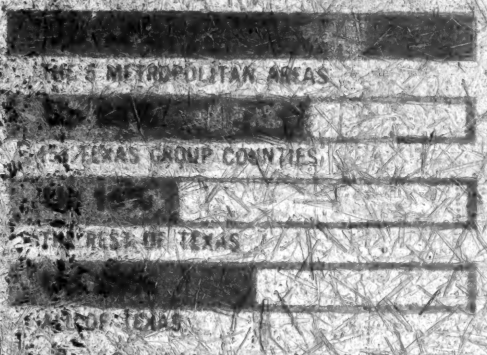
45% of Texas Food Sales

44% of Texas Automotive Sales

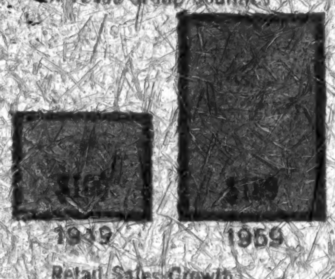
46% of Texas Drug Sales

THE TEXAS GROUP SERVES TEXAS' GROWTH AREAS

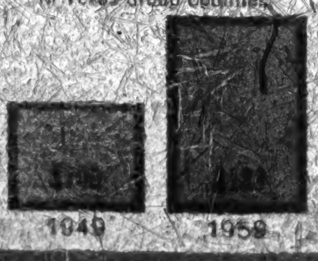
POPULATION GROWTH SINCE 1950:



Spendable Income Growth In Texas Group Counties



Retail Sales Growth In Texas Group Counties



FREQUENCY RATE CARD

DAILY

Total of Individual Newspaper Rates $2.81

Group Open Rate $2.50

Ad Size	Number of Insertions and % Discounts 5 x	10 x	20 x	30 x	40 x	50 x
100 lines	1%	2%	4%	6%	8%	10%
[illegible]	2%	4%	6%	8%	10%	12%
500 lines	3%	6%	8%	10%	12%	14%
1000 lines	4%	7%	10%	12%	14%	16%
1500 lines	5%	8%	12%	14%	16%	18%
2000 lines	7%	10%	14%	16%	18%	20%

BULK LINAGE RATE CARD

DAILY

Total of Individual Newspaper Rates $2.81

Group Open Rate $2.50

Contract Requirements	Discount Percentage from Group Open Rate	Effective Rate Earned
2,400 lines	1%	2.475
5,000 lines	3%	2.425
10,000 lines	5%	2.375
25,000 lines	8%	2.300
50,000 lines	10%	2.250

FREQUENCY RATE CARD

SUNDAY

Total of Individual Newspaper Rates $2.51

Group Open Rate $2.41

Ad Size	Number of Insertions and % Discounts 5 x	10 x	20 x	30 x	40 x	50 x
100 lines	1%	2%	4%	6%	8%	10%
300 lines	2%	4%	6%	8%	10%	12%
600 lines	3%	6%	8%	10%	12%	14%
1000 lines	4%	7%	10%	12%	14%	16%
1500 lines	5%	8%	12%	14%	16%	18%
2400 lines	7%	10%	14%	16%	18%	20%

BULK LINAGE RATE CARD

SUNDAY

Total of Individual Newspaper Rates $2.51

Group Open Rate $2.41

Contract Requirements	Discount Percentage from Group Open Rate	Effective Rate Earned
2,400 lines	1%	$2.3859
5,000 lines	3%	2.3377
10,000 lines	5%	2.2895
25,000 lines	8%	2.2172
50,000 lines	10%	2.1690

R GROUP IN THE NATION!

The Corpus Christi Caller and Times (OPTIONAL)

I • REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

OE 20 M=
500.000.000.00
[illegible]
OFFICE EXECUTIVE
[illegible]

FTC's Kintner, Mills Await Vote; It's Key to Future of Both

Washington, Nov. 1—Edward K. Mills, newly designated member of the Federal Trade Commission, pictures himself as an admirer of FTC Chairman Earl Kintner, but he emphasizes that he comes to FTC with no preconceived opinions about how it should operate.

Mr. Mills, a 54-year-old New Jersey Republican, today replaces Commissioner Edward T. Tait. His vote as a commissioner is crucial, because Chairman Kintner has relied heavily on Commissioner Tait in the past for decisive support on procedural changes which other commissioners have opposed.

The new commissioner's experience is primarily in corporate and general law. He has been in Washington during the past four years and feels Chairman Kintner has been doing an outstanding job. But he emphasizes that he will need a lot more information about FTC and its problems before he can reach any conclusions on how to vote.

■ He takes office at a time when FTC members are waiting for the election returns. As an interim appointee, Mr. Mills' future on the commission depends on a Republican victory. In addition, Chairman Kintner is a "lame duck," who will be out unless re-nominated by the incoming President.

While the commission has shown unusual unanimity in most of its legal actions in recent months, the staff has been aware of a delicate power balance over procedural changes advocated by Chairman Kintner.

Supported by Commissioners Tait and Robert Secrest, he has been able to force through a shift toward industrywide non-punitive treatment of widespread problems in the field of unfair competition, as well as misleading practices.

Commissioner Tait has been credited with providing the decisive influence in the adoption early this year of "guides" illustrating the kinds of co-op advertising arrangements which FTC opposes.

■ For months, the adoption of the guides was delayed by internal differences. Other experienced commission members opposed the move, in the belief that co-op advertising offenses represent a form of hard-core law violation which should be treated only through case-by-case litigation.

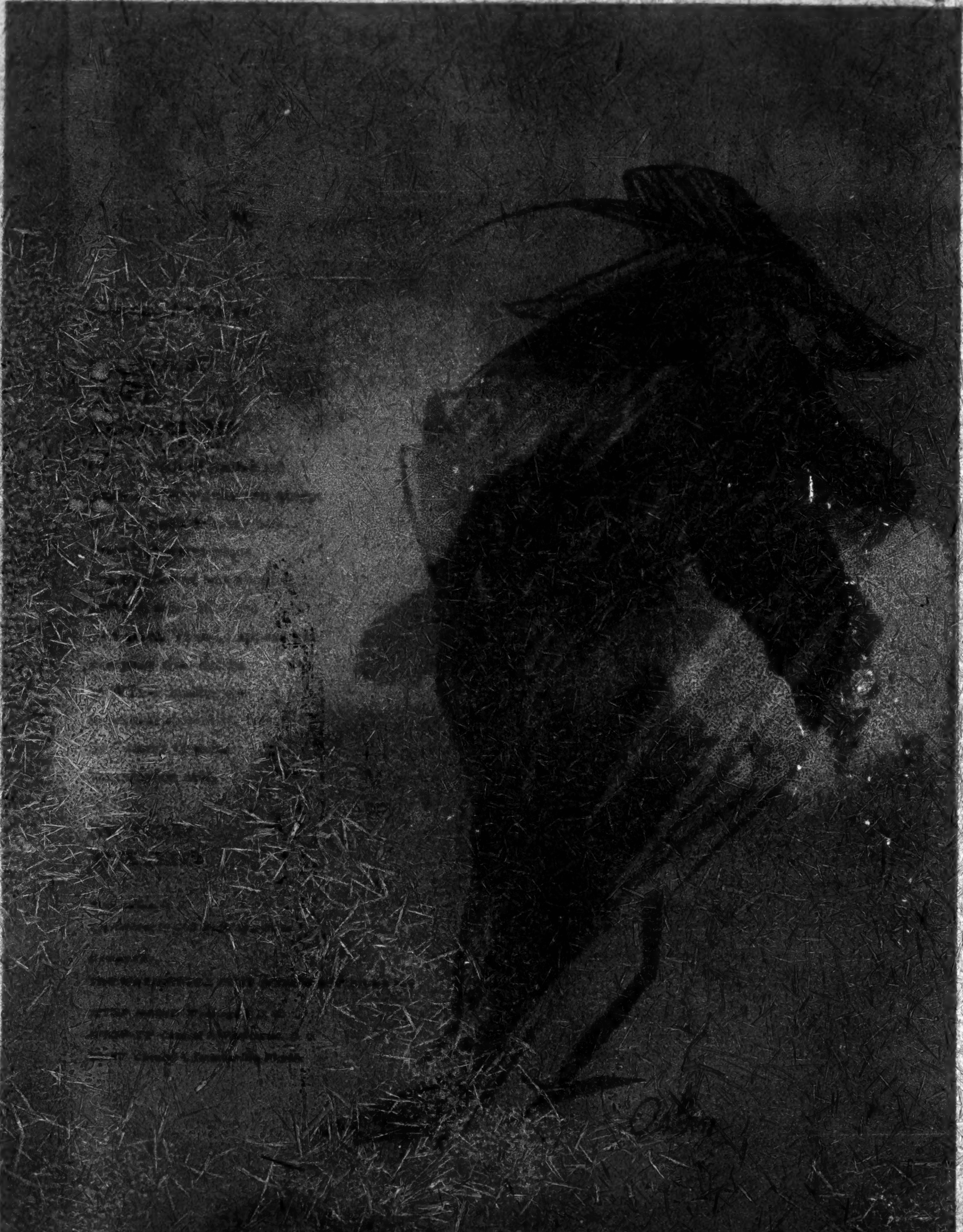
The new commissioner designate has been in almost every law field other than trade regulation. His first experience was in corporate law and railroad reorganization work for a Newark law firm. Subsequently, for 18 years, he had his own firm in Morristown, N. J., with a general practice emphasizing corporate, real estate and estate law.

He is no stranger to government. As chief of the opinion section of the Civil Aeronautics Board when it was established in 1938, he helped draft the first air mail rate and airline route decisions. After serving as an air transport command pilot and an air force officer in World War II, he resumed practice in Morristown and served as mayor of the city.

■ He came to Washington in [illegible] in [illegible] chairman of the Federal Communications Commission. When that job went to George McConnaughey, he was appointed deputy director of General Services Administration, the government's [illegible] and property management agency.

Early this year he was nominated to FCC, but had to withdraw after a Senate hearing which indicated that he would have to dispose of a beneficial trust which included securities of electronics firms regulated by FCC. At FTC he expects to disqualify himself in any case involving a company that would raise conflict of interest issues.

Commissioner Tait, who joins the law firm of Gravelle, Whitlock, Markey & Tait, Washington, had been appointed in 1956 to a seven year term on FTC. Gravelle, Whitlock has extensive practice at FTC, but Commissioner Tait is not precluded from handling cases unless they were pending before he resigned. ■



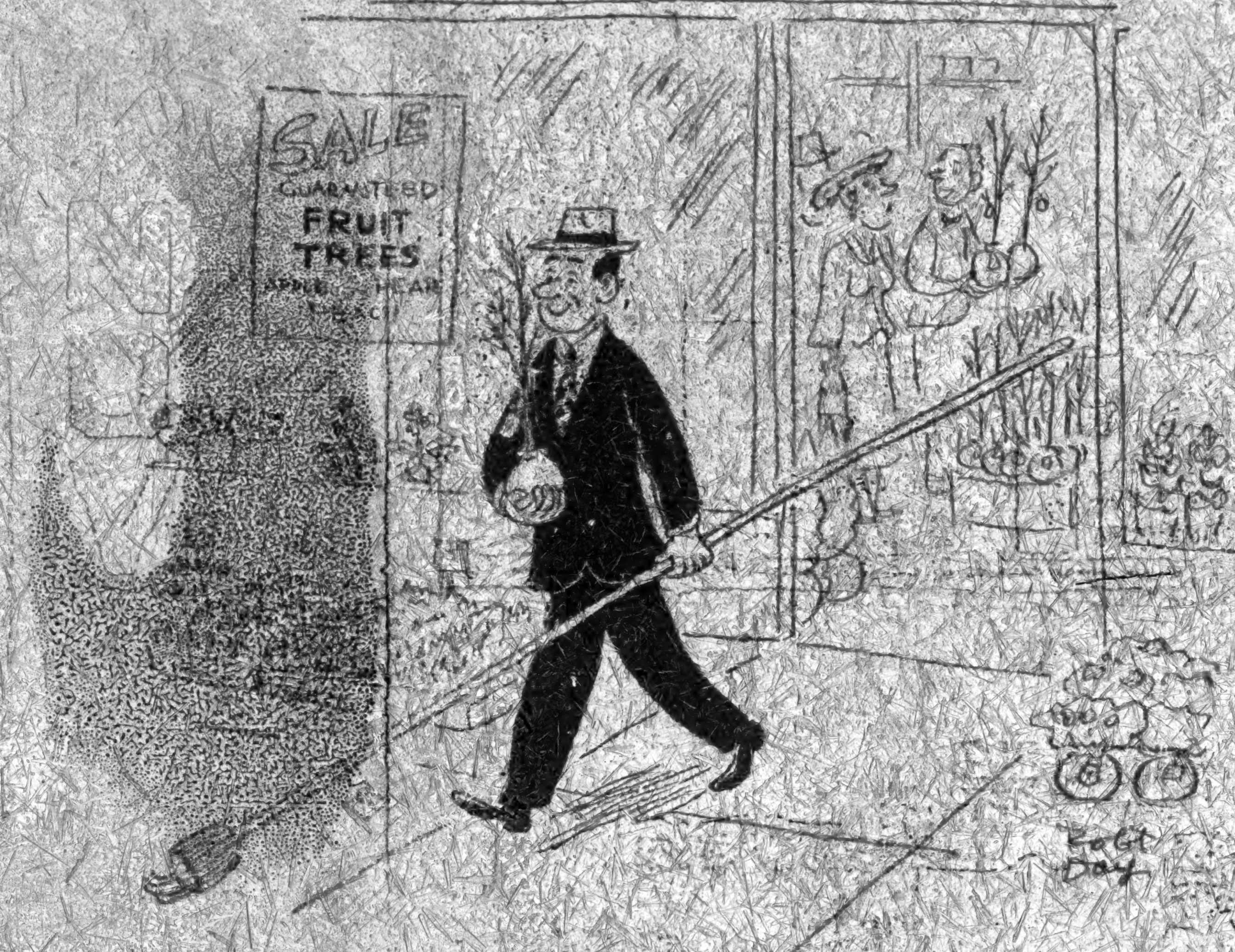
Black-Russell-Morris Adds [illegible]

Multi-Amp Electronic Corp., [illegible]on, N. J., and Stabilized Vitamins Inc., Garfield, N. J., manufacturer of sealed-in vitamin products and pre-mixes for use in poultry and animal feed, and its subsidiaries, Astrol Products and All American Nutrition Co., have appointed Black-Russell-Morris, Newark, to handle their advertising.

SIMPSON-REILLY, LTD.
Publishers Representatives
[illegible]
LOS ANGELES [illegible] HALLIBURTON BLDG
SAN FRANCISCO [illegible] CENTRAL TOWER

THE NEW YORKER creates

Copyright 195[illegible] The New Yorker Magazine, Inc.


SALE
GUARANTEED
FRUIT
TREES
APPLE PEAR
PEACH
Robt Day

Offices: New York, Chicago, San Francisco, Los Angeles, Atlanta, London

MORE RETAILERS ARE DOING MORE BUSINESS THAN EVER BEFORE IN

Tucson

RETAIL SALES 1st 7 MONTHS 1960 up $17,827,988 OVER 1st 7 MONTHS 1959

The Arizona Daily Star
Morning and Sunday

Tucson Daily Citizen
Evening

IF YOU WANT TO COVER ARIZONA, THE STAR and CITIZEN ARE A MUST!

2 Independent Newspapers Produced in the Same Plant & Represented Nationally by Cresmer & Woodward, Inc.

William Bijur, 46, Former VP of Ogilvy Agency, Is Dead

New York, Nov. 1—William L. Bijur, 46, former vp of Ogilvy, Benson & Mather, died in his home here Oct. 29 after a long illness.

Mr. Bijur entered advertising with Schenley Industries, eventually taking charge of advertising and sales promotion of Schenley Import Corp. In 1939 he became ad and sales promotion manager of the American agency for Vichy-Celestins French mineral water.

After World War II Mr. Bijur joined Fleischmann Distilling Corp., serving on a committee which in 1957 studied research methods to determine magazine readers' reactions to whisky advertising.

He later joined OBM, where in 1956 he handled the Fromm & Sichel account (national distributor for Christian Bros. of California). He retired in February 1959.

Mr. Bijur also was a member of Robert Reis & Co., men's wear concern.

LEROY B. HAMMOND

Chicago, Nov. 1—LeRoy B. (Lee) Hammond, 64, veteran Chicago adman and owner of L. B. Hammond & Associates, business paper representative, died Oct. 30 of a heart attack in his home in Woodstock, Ill.

Born in Chicago, Mr. Hammond attended Northwestern University. He started his career in the classified advertising department of the *Chicago Tribune*. He sold space for several business publications before starting his own company in 1932.

Mr. Hammond was a former member of the Assn. of Industrial Advertisers and the [illegible] Club of Chicago. He served as an ensign in the Navy during World War I.

Bob Hammond, Mr. Hammond's nephew and associate, will continue the business.

DAVID E. SMILEY

Tampa, Fla., Nov. 1—David E. Smiley, 81, retired newspaper publisher, died in his sleep here Oct. 30.

Mr. Smiley, a veteran of 60 years in the newspaper field, was chairman of the board of WDAE, one of Florida's pioneer radio stations. He was editor and publisher of the *Tampa Times* until he sold it to the *Tampa Tribune* in 1958.

A native of Philadelphia, Mr. Smiley began his newspaper career as a reporter for the *Philadelphia Bulletin* and rose to city editor in [illegible] years. He was a charter member of the American Society of Newspaper Editors and had held executive editorial posts with the *Philadelphia Ledger*, *Philadelphia Bulletin* and the *New York Evening Post*. From 1927 to 1930 he was general manager of the North American Newspaper Alliance.

AMOS E. VOORHIES

Grants Pass, Ore., Nov. 1—Amos E. Voorhies, [illegible], publisher of the *Grants Pass Daily Courier* and dean of Oregon daily publishers, died here Oct. [illegible] of a stroke suffered two weeks ago.

Mr. Voorhies was born on a farm near Greenville, Mich., came to Oregon in 1891 and was in newspaper work ever since. Until his stroke, he was on the job every afternoon.

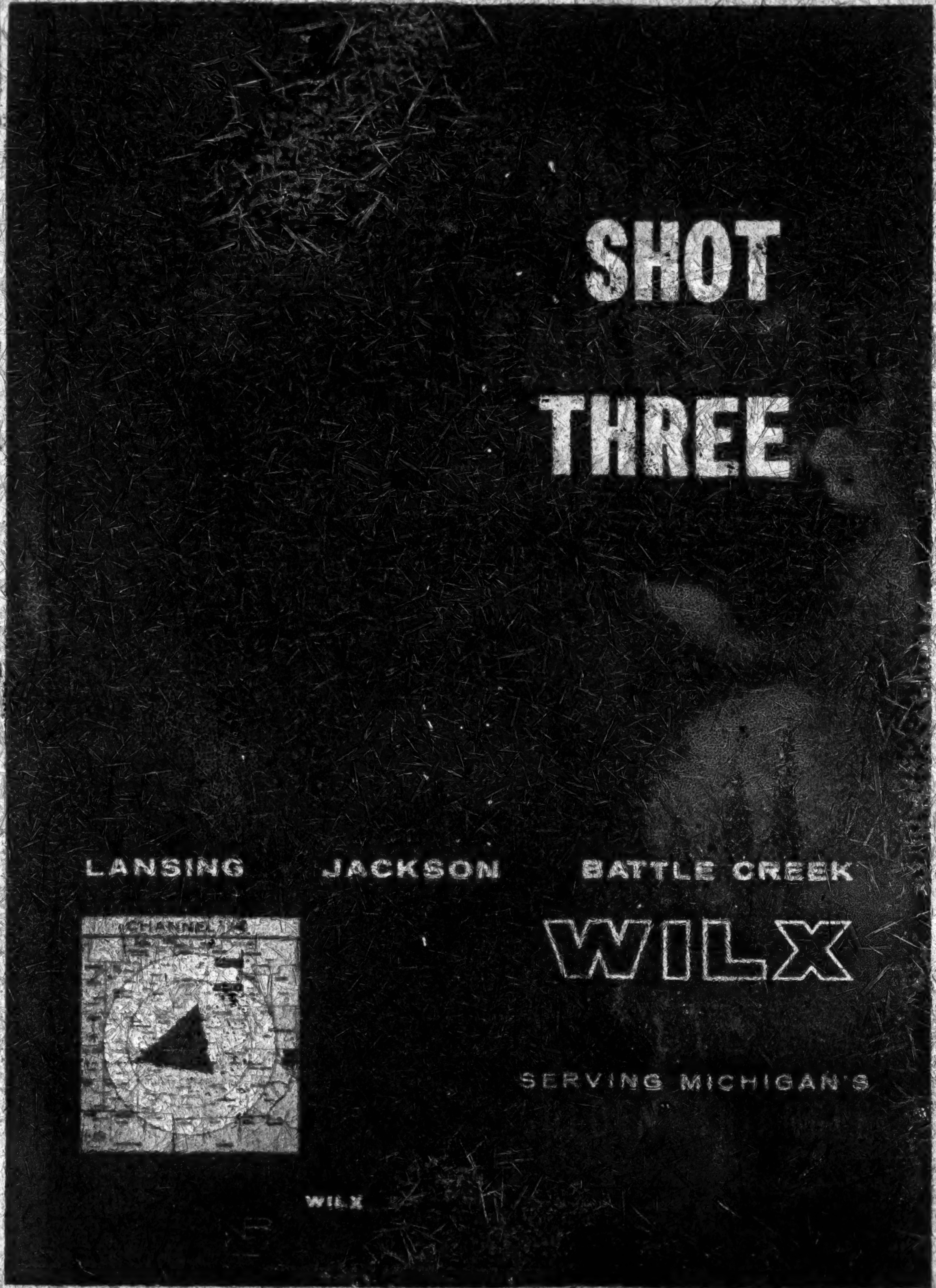
He was part owner of KAGI Radio, Grants Pass, and also of the following Oregon tv stations: KMES, Medford; KOTI, Klamath Falls, and KPIC, Roseburg.

Survivors include a son, Earle E., co-publisher, and a grandson, [illegible], also associated with Mr. Voorhies at the *Courier*.

LEROY GARRETSON

New York, Nov. 1—LeRoy Garretson, [illegible], retired ad manager of Leeds & Northrup Co., died Oct. 25 in Abington Memorial Hospital after a short illness.

He retired in 1947 after 22 years with the company. Before joining Leeds & Northrup in 1925, he had been a department manager for Collins Service, financial advertising, and an ad service representative with Frank D. Jacobs Co. He was a former president of the Eastern Industrial Advertisers Assn., and vp of the old National Industrial Advertisers Assn. ■



Business Opportunities
Manufacturers who wish volume sales to the growing equipment rental industry, if you are not aware of "tomorrow's" market, please write RENTAL YARD REGISTER, 1907 West 24th St., Los Angeles 7, California or phone REpublic [illegible]

CONFIDENCE

The confidence the people of Greater Philadelphia have in the contents of The Evening and Sunday Bulletin is based on years of close association.

Readers look to this newspaper for more than news and features. They find here the full picture of their community life. In a good many respects, The Bulletin is Philadelphia.

What does this mean to advertisers? It means that, in the growing seven billion dollar Greater Philadelphia market, your sales message in The Evening and Sunday Bulletin enjoys a unique and extra "bonus" . . .

You buy belief when you buy The Bulletin!

THE PHILADELPHIA BULLETIN A member of MILLION MARKET NEWSPAPERS, INC. Advertising Offices: New York 17, 529 Fifth Ave.; Chicago 1, 333 N. Michigan Boulevard; Detroit 2, New Center Building; Los Angeles 5, 3540 Wilshire Boulevard; San Francisco 4, 111 Sutter St. **IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN**

the RIGHT combination of
MAINE'S best stations...
LOBSTERADIO
97.2%* of all GROCERY SALES
"They eat more, they buy more in the "potent" markets covered by Maine's Lobsteradio Stations. See your rep for the "hungry" details.
Lobsteradio (By Market Size)
Portland Bangor Lewiston Waterville
Caribou Augusta Sanford Rumford
1 Radio Entity with 8 Strategic Transmitters
REPRESENTED BY:
NEW YORK: Devney-O'Connell Co., 535 5th Ave.
BOSTON: George Bolade & Co.
CHICAGO, DETROIT, WEST COAST: Doren F. McGavren Co., Inc.
Executive offices: Columbia Hotel, Portland, Maine Tel. SPruce 5-2338

Diners' Club Book Retains 2nd Class Rights

Examiner Rejects P.O. Claim It's a House Organ, Sets Yardsticks

WASHINGTON, Nov. 1—William A. Duvall, the Post Office Department's chief hearing examiner, staked out some basic yardsticks for magazine publishers by deciding last week that the Diners' Club Magazine qualifies for second class mailing privileges.

Post Office lawyers had contended that the magazine, which goes primarily to Diners' Club members, is a house organ designed chiefly to promote the club's credit card business. On the basis of testimony by admen and rival publishers, Mr. Duvall found that the magazine "is a separate business enterprise" and is entitled to keep the second class permit it has held since 1955.

In reaching this decision, he relied heavily on the fact that *Diners' Club Magazine* is conducting an aggressive campaign to sell ads to all comers, regardless of whether or not they are affiliated with the Diners' Club credit card. He also noted that subscriptions to the magazine are optional for club members and that they are also available to the public.

■ First he disposed of the contention that *Diners' Club Magazine* fails to qualify because it is designed for circulation at nominal rates. At $1 per subscription, he found subscription revenue for the nine months ending Dec. 31, 1959, was $400,000, toward publishing costs of $518,000. On these facts, he found that "the magazine is not designed primarily for circulation at nominal rates."

At the heart of the case, he reported, was the department's contention that the magazine is conducted "as an auxiliary to and essentially for the advancement of the main business." Related to this charge was testimony by the department's witnesses that a substantial percentage of the ads in the magazine are from businesses affiliated with Diners' Club which urge readers to use their Diners' Club credit card when ordering.

■ In finding that the magazine is a separate business enterprise, the examiner cited his conviction that Diners' Club intends that the publishing and credit card facets of its business shall be financially self-sustaining and that they shall be independent of each other. "If either undertaking should cease operating," he explained, "the other component would remain in business."

He admitted that some benefit accrues to Diners' Club from the appearance in its magazine of ads carrying the legend "Charge to your Diners' Club account." He said this benefit is "incidental."

Of more significance, he indicated, was the fact that advertising [illegible] are solicited and accepted from [illegible] establishments and [illegible] without [illegible] in advertising rates.

[illegible] Mr. Duvall wrote: [illegible] wider circulation [illegible] more attractive to advertisers [illegible] desire to promote the sale of [illegible] merchandise to more people."

■ The petitioner has developed an aggressive campaign to obtain advertisements of national advertisers irrespective of their affiliation or non-affiliation with its credit card business, he [illegible]. If the magazine were a house organ, the Government [illegible] campaign [illegible] national advertisers would [illegible] publication.

[illegible] cited testimony by Sidney Garfield, president of [illegible], Lewis [illegible] of the [illegible] Advertising Agency, and Leonard Mogel, president of Mogel Associates, that *Diners' Club Magazine* is a good advertising medium for many firms which are not affiliated with Diners' Club.

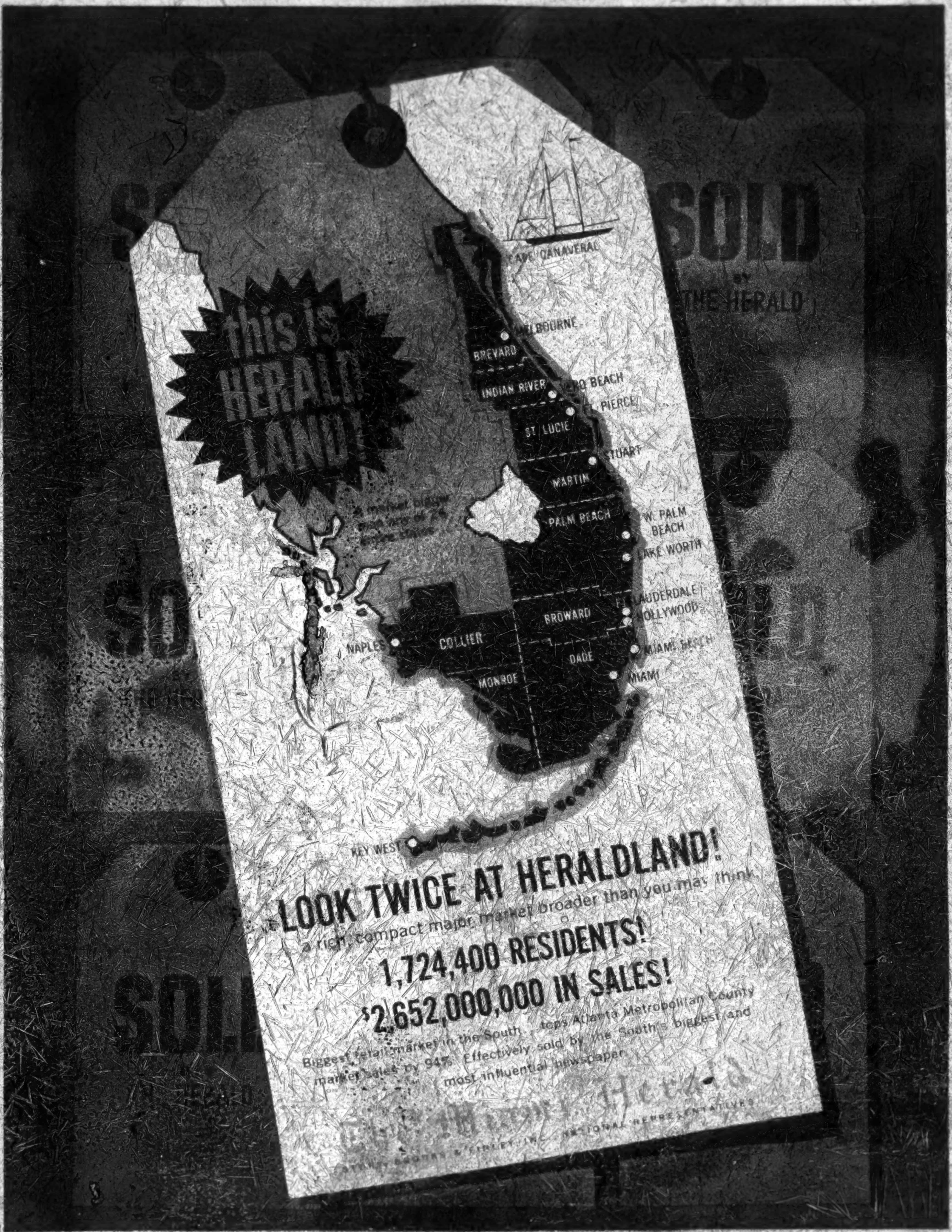
Editorial development of the magazine was another point stressed by the examiner. Thomas Harrigan, associate publisher of *Argosy, Adventure, True Adventure* and *Railroad* magazines, had testified the magazine had become more diversified in its editorial content in recent months. John Smart, president of Esquire Inc., said recent issues of *Diners' Club Magazine* "have been more well-rounded" and that in advertising it competes with the publications of Esquire Inc. ■

Dahl Names Horton, Church

George W. Dahl Co., Bristol, R.I., manufacturer of engineered controls for process, aircraft and marine equipment, has appointed Horton, Church & Goff, Providence, to handle its advertising.

It was March 10, 1876 and with these words,
Alexander Graham Bell's vision of transmitting speech by electric
waves became a reality. The Balaban Stations carry
"MR. WATSON, COME HERE! I WANT YOU!"

THE BALABAN STATIONS in tempo with the times • John F. Box, Jr., Managing Director
WIL-ST. LOUIS / WRIT-MILWAUKEE
KBOX-DALLAS Sold Nationally by the Katz Agency


SOLD
BY
THE HERALD
this is HERALDLAND!
CAPE CANAVERAL
MELBOURNE
BREVARD
INDIAN RIVER
VERO BEACH
FT. PIERCE
ST. LUCIE
STUART
MARTIN
PALM BEACH
W. PALM BEACH
LAKE WORTH
FT. LAUDERDALE
HOLLYWOOD
BROWARD
NAPLES
COLLIER
MIAMI BEACH
DADE
MIAMI
MONROE
KEY WEST

a market bigger than any of [illegible] entire states

LOOK TWICE AT HERALDLAND!

a rich, compact major market broader than you may think

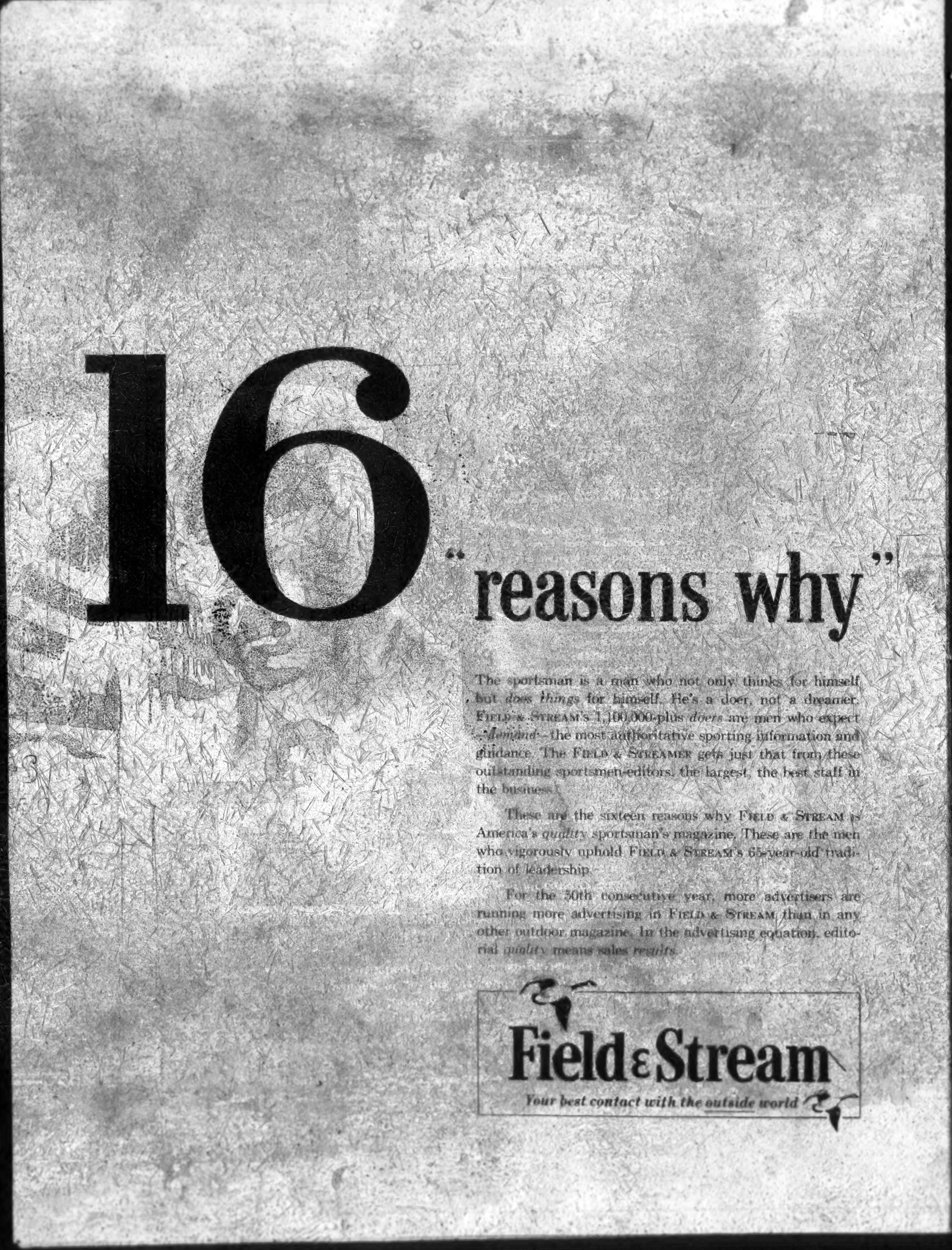
1,724,400 RESIDENTS!

$2,652,000,000 IN SALES!

Biggest retail market in the South . . . tops Atlanta Metropolitan County market sales by 94%. Effectively sold by the South's biggest and most influential newspaper

The Miami Herald

STORY, BROOKS & FINLEY, INC. NATIONAL REPRESENTATIVES



16 "reasons why"

The sportsman is a man who not only thinks for himself but *does things* for himself. He's a doer, not a dreamer. Field & Stream's 1,100,000-plus *doers* are men who expect—*demand*—the most authoritative sporting information and guidance. The Field & Streamer gets just that from these outstanding sportsmen-editors, the largest, the best staff in the business.

These are the sixteen reasons why Field & Stream is America's *quality* sportsman's magazine. These are the men who vigorously uphold Field & Stream's 65-year-old tradition of leadership.

For the 30th consecutive year, more advertisers are running more advertising in Field & Stream than in any other outdoor magazine. In the advertising equation, editorial *quality* means sales *results*.

Field & Stream

Your best contact with the outside world

Hugh Grey, Editor-in-Chief. Dedicated sportsman and conservationist, with outdoor magazines for 20 years, 17 of them with *Field & Stream*. Has hunted and fished most of the U.S. and Canada, won numerous trophies.

Al McClane, Fishing Editor, has fished every notable water of North and South America and Europe; is editor of the Wise Fisherman's Encyclopedia, consultant on fishing to Encyclopedia Britannica.

Warren Page, Gun Editor, winner of big-game hunting's top trophy, the Weatherby, has hunted in six continents. Ballistics expert, developed the 6 mm. cartridge adopted as .255 Remington and .243 Winchester.

Robert Ruark, Associate Editor, internationally syndicated newspaper columnist, best-selling author, big-game hunter, ranges the entire world on assignment.

Corey Ford, Associate Editor, sportsman-humorist-philosopher-pundit-iconoclast, has travelled the U.S., Canada, Alaska, South America, Ireland, Austria, Greece, India and Japan on assignment.

Kip Farrington, Salt Water Editor. Captained first U.S. Fishing Team in International Tuna Match, first man to take broadbill in both Atlantic and Pacific; holds one world record, has held ten others.

Ted Trueblood, Associate Editor, a man who has found a way to spend most of his time hunting and fishing; writes about both extremely well, one of the most respected men in his trade.

Ray Camp, Field Editor, all-around sportsman, edited *New York Times* outdoor column 1936-48, has written numerous books on sporting subjects.

F. M. Paulson, Boating Editor, ex-Navy skipper, a man who lives boats and loves them, from duckboats to cabin cruisers. Eminently suited to service this mushrooming $2 billion market.

Mel Ellis, Field Editor, has fished, hunted and trapped from Central America to the Arctic Circle; trains dogs, raises trout, experiments with new fish species.

Van Campen Heilner, Field Editor, expeditions to Peru, Ecuador, Alaska, Tierra del Fuego, Straits of Magellan. First naturalist to make motion pictures of the Roseate Spoonbill, member of numerous naturalist societies.

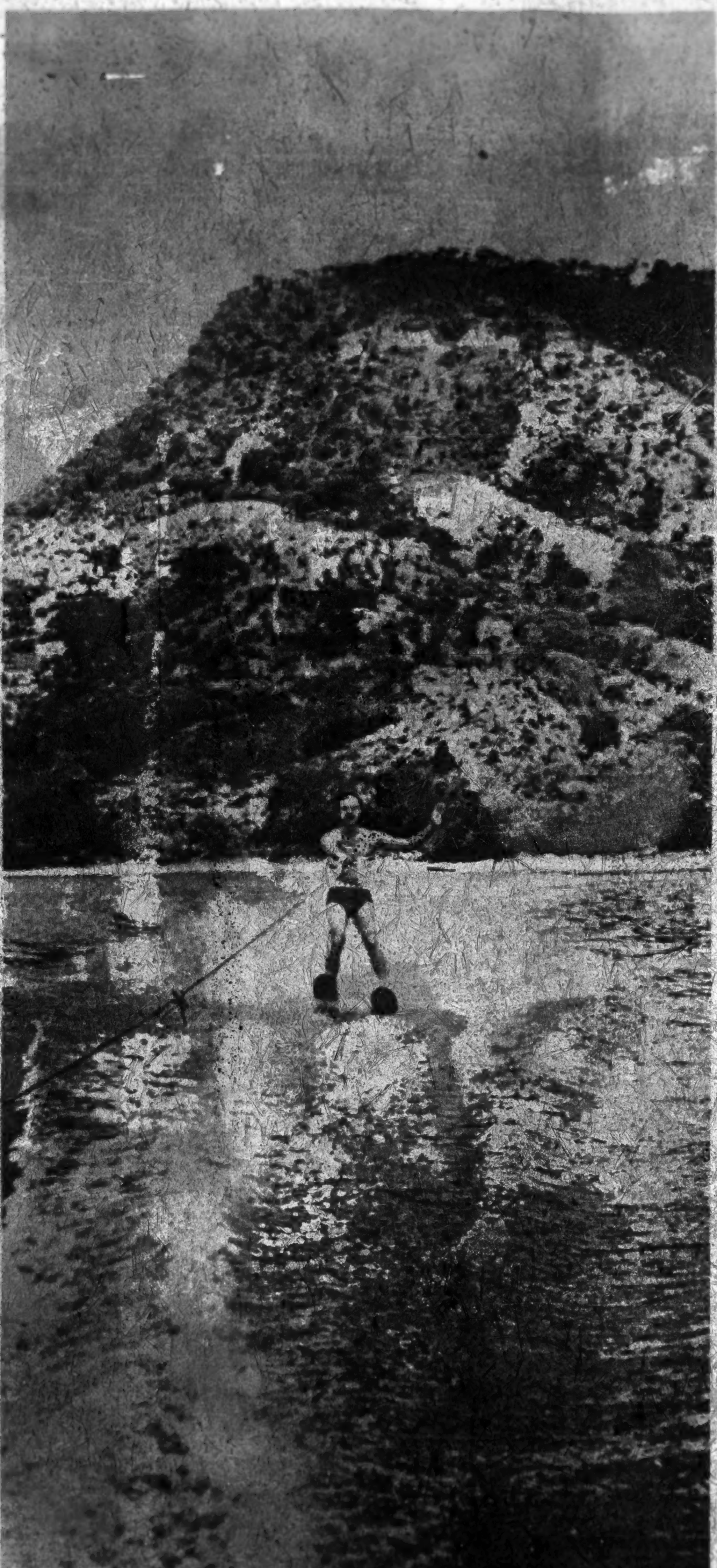
Frank Dufresne, Field Editor, has travelled 17,000 miles by dog-team across northern Alaska, lived with Eskimos, devised method for counting bears on Admiralty Island, supplied research for first Alaska Game Law.

C. E. Gillham, Field Editor, started as government hunter for old Biological Survey in Arizona, has served as Mississippi Flyway biologist, studied hunting and fishing ways of the Yukon Eskimos.

Harold Titus, Conservation Editor, pioneered with Michigan's Department of Conservation, International Association of Game Fish and Conservation Commissioners, widely known as "Dean of Conservationists."

H. G. Tapply, Associate Editor, former Editor-in-Chief of *National Sportsman*, *Hunting and Fishing*, *Outdoors*, co-founder of the *Salt Water Sportsman* and founding member of the New England Outdoor Writers Association.

Joe Stetson, Dog Editor, dog breeder, exhibitor, noted judge of bench shows and field trials, TV commentator for Westminster Show at Madison Square Garden.



Water-skiing on El Salvador's Lake Ilopango, one aspect of the good life mushrooming in Latin America

IN LATIN AMERICA...

the life of the people is changing almost from day to day. With the development of industry has come an increase in income for more and more Latin American citizens. As a result, burgeoning middle and upper classes are enjoying more luxuries, more leisure. And the future opens wide for their children in whose hands rest the future growth and progress of the South American continent.

Latin Americans have a LIFE of their own — in their own speech, in their own idiom. LIFE EN ESPAÑOL has a circulation of 370,000* and more than three million readers each issue. These readers — the great majority leaders in business, government and community life — look to LIFE EN ESPAÑOL for a clear, colorful, comprehensive picture of their hemisphere and their world. (A picture vividly drawn in authoritative, often exclusive articles and photographs.) They are your best customers in Latin America; you can reach them best in LIFE EN ESPAÑOL.

LIFE
EN ESPAÑOL

Rockefeller Center
New York 20, N. Y.

*And *four* ways of using it. LIFE EN ESPAÑOL provides four editions to pinpoint your market: the edition for all of Latin America, and regional editions for the Caribbean area, Mexico, and all of Latin America but Mexico.

Photographed especially for LIFE EN ESPAÑOL by Jack Manning.

'Washington Post' Sets Quarterly Audit of Consumer Buying

WASHINGTON, Nov. 2—The Washington Post announced today that work has started on an "Audit of Home Purchases" which will provide a continuous series of reports on consumer selections of an array of items in the Washington metropolitan market.

The Post's "Audit of Home Purchases" is similar in many respects to that of the Los Angeles Times' continuing home audit, according to Joseph Lynch, promotion manager of the Post. Tabulations are planned four times per year on high-frequency items such as groceries, toiletries and beer, while data on less frequently purchased commodities will be available twice each year.

The audit, conducted by Carl J. Nelson Research Inc., Chicago, is to measure by brand 68 grocery classifications, 13 toiletry and cosmetic commodities, 12 home furnishings and appliance commodities, 16 ready-to-wear and piece goods commodities, and six miscellaneous commodities, including liquor, beer and wine.

■ The audit has been planned to provide manufacturers and their representatives—advertising agencies, retailers, distributors and food brokers—with the best possible market and media information on a continuing basis for comparative purposes, Mr. Lynch said. "It will provide advertising agencies with a real opportunity to test and measure products, merchandising ideas and advertising," he explained.

In addition to providing data on what and where Washington families are buying, the audit measures household characteristics such as income, education, age group, home ownership, occupation, families with children by child age groups, and others.

Interviewers [illegible] the market [illegible] quarterly, [illegible] interviews during a 13-week period four times a year. Each quarterly sample of homes is to be different and is to be representative of the market, so that a total of 6,000 families will be interviewed by the end of one year.

■ First reports covering interviews conducted in the final quarter of 1960 are to be available Jan. 15, Mr. Lynch said.

The Post estimates that the Washington metropolitan area covered by the "Audit" involves 2,000,000 people. ■

Vos Adds Greystone Division

Greystone Corp., New York, has appointed Frank Vos & Co., New York, to handle advertising for its Living Method Courses, phonograph record courses which teach seven foreign languages, shorthand, typing and "better speech." A new series of language courses for youngsters will be marketed soon. The courses were formerly handled by Maxwell Sackheim-Franklin Bruck. The Vos agency also handles the "New Illustrated Encyclopedia of Gardening" and Young People's records for Greystone.

General Bronze to Winfield

Winfield Advertising Agency, St. Louis, has been named to handle advertising for the Midwest Alwintite division of General Bronze Corp., Garden City, N. Y.

Bernhardt Opens in London

H. William Bernhardt Inc., Geneva agency, opened an office in London on Nov. 1. A. J. Wallis, formerly public relations director of the Hawker Siddeley Group, is a director and general manager of the office, located at 30 Conduit St. Also named as a director of the London branch was Michael Parker, a consultant to Lockheed Aircraft Corp., one of Bernhardt's principal clients. The Swiss agency announced that it plans to open another office in Milan shortly.

Geyer, Morey Names Two

Roeland Jan van Emmerik, formerly an associate director of media of Lennen & Newell, has joined Geyer, Morey, Madden & Ballard, New York, in the same post. Edward A. Gumpert, who joined the agency last year as a vp and chairman of the marketing plans board, has been elected to the agency's board of directors.

'Ramp' Anti-Freeze in Test

Latest entrant into the packaged anti-freeze field is Antara Chemicals, a division of General Aniline & Film Corp., New York, which is test-marketing Ramp, a permanent type. Antara, which has been producing anti-freeze in bulk for three years, is introducing Ramp in several southern markets. No ad plans have been set.

Spot Time Adds L.A. Branch

Spot Time Sales, New York, radio station representative, has opened a Los Angeles office, its fourth branch. Miss B. J. Hamrick, who is also general manager of Western FM Sales, will head it. Spot Time Sales has been named national representative for WSAF, Sarasota, Fla., a new station.

"Instantaneous Appeal"
Make the "approach" of your advertising inviting—exciting, impelling, selling. Chicago Phone [illegible]
"That Fellow Bott"
[illegible] Bott, W., 64 E. Jackson, Chicago

WESTERN HORSEMAN
THE WESTERN HORSEMAN
Readers Own 936,743
Head Horses,
5,166,000 Head Cattle
[illegible] NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

WFGA-TV
"Who's on First?"
FIRST
55%

NOW!
WFGA-TV
FIRST IN
JACKSONVILLE

WFGA-TV now dominates the Jacksonville Market with 55% share of the audience

JACKSONVILLE
FLORIDA
NORTH FLORIDA-
SOUTH GEORGIA
MARKET
MIAMI

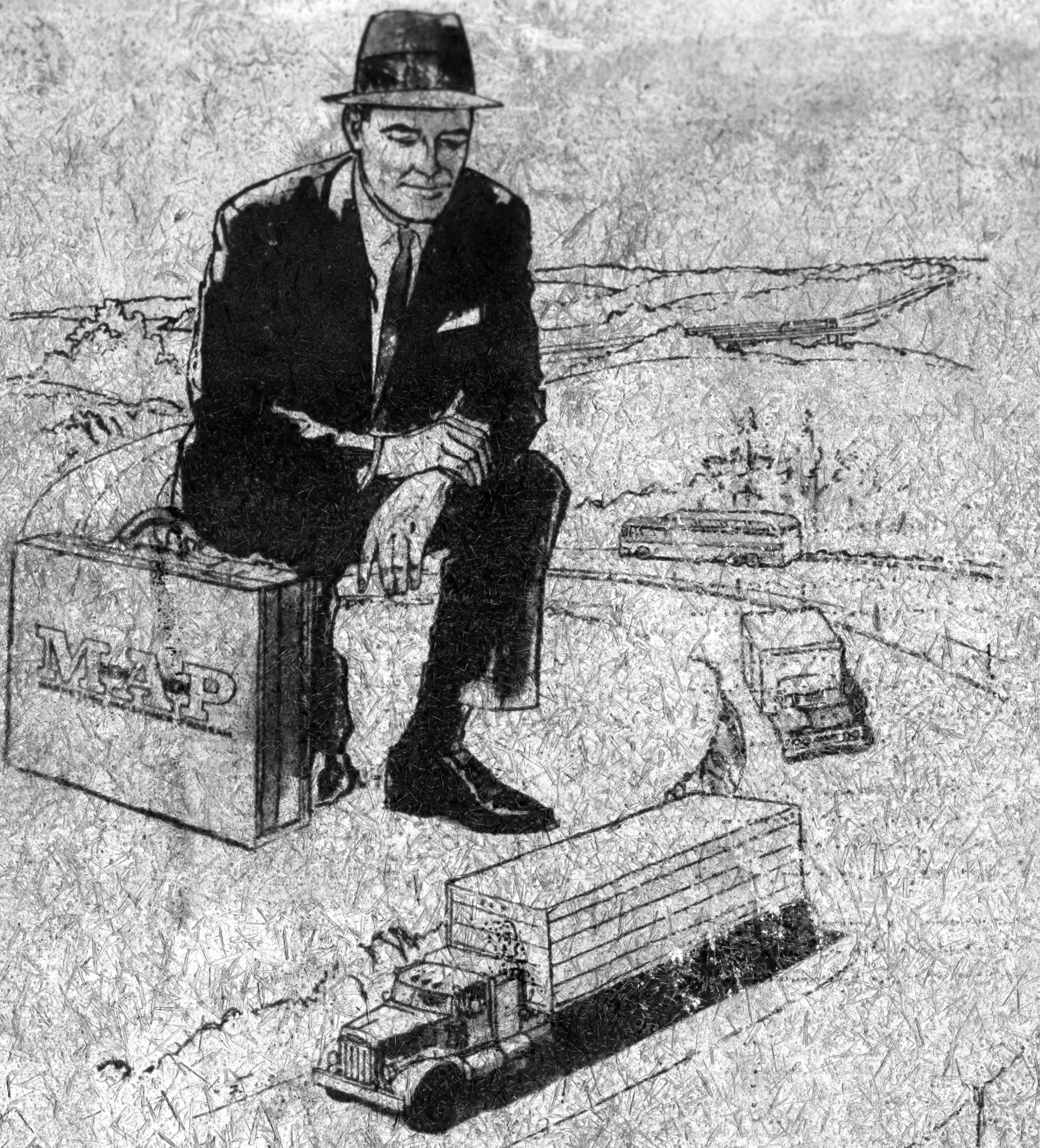
Latest ARB (August) shows WFGA-TV first, with 55% metro share of audience 9 A.M. to midnight, seven days a week! WFGA-TV proudly joins its sister stations, WTVJ, Miami and WLOS-TV, in the Carolina Triad as the number one station in its respective market.

For highest results in your advertising, choose the highest-rated station in the Jacksonville area, WFGA-TV! For the first Jacksonville Starch Survey for over a decade . . . Contact your PGW Colonel!

WFGA-TV
JACKSONVILLE

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.



CHILTON'S COMMERCIAL

Commercial Car Journal's M-A-P ...thruway to men who buy in the

FLEETS YOU CAN SELL!

The fleets you can sell are SELF-SERVICED!

Only the fleets that maintain their own vehicles can order, stock and install your products or buy your equipment.

Today's most direct access to the 31,878 self-serviced fleets is through Commercial Car Journal and its M-A-P. The fleet industry's leading publication now makes available to you its extensive knowledge and resources through a broad and deep Marketing Assistance Program.

Here is marketing help that can make your selling efforts more efficient, your advertising more direct and resultful, your merchandising more effective. M-A-P includes production, sales and registration figures for the industry. Truck, engine and construction equipment specifications. Direct-mail lists. Advertising readership reports. Media information. Merchandising services. A staff of specialists to work with you on research projects and surveys.

Commercial Car Journal's editorial excellence and quality circulation are now linked with more comprehensive marketing tools. Talk to your CCJ representative about your own use of M-A-P.

COMMERCIAL CAR JOURNAL, with qualified circulation of 50,856 purchase decision men, concentrates on the nation's 31,878 self-serviced fleets. Its market includes 4,890,310 trucks, trailers, buses and construction vehicles and spends [illegible] billion annually for fleet maintenance and management. [illegible] each month on the latest news [illegible]

COMMERCIAL CAR JOURNAL
CCJ
HAWAII

Chilton
COMPANY
Chestnut and 56th Streets • Philadelphia 39, Pa.

CAR JOURNAL

SWINGLES
CUSTOM MADE
ONLY $68

the JINGLE MILL

SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.
SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 96% re-order record.
Put this record to work for you. Write, wire or call

THE JINGLE MILL

U.S. Steel Sets 3-Page Ad

U. S. Steel Corp., Pittsburgh, will run a three-page b&w ad in five magazines this month, featuring Lowell Thomas "bringing you news of America growing." The ad will break in the Nov. 12 issue of The *Saturday Evening Post* and will also run in *Look*, *Newsweek*, *Time* and *U. S. News & World Report*. The ad is a magazine version of copy which has been running in newspapers since Sept. 6. Tv commercials have been appearing on the "U. S. Steel Hour" (NBC-TV) since September also. The campaign features news items gathered by Mr. Thomas. Batten, Barton, Durstine & Osborn, Pittsburgh, is the agency.

Flynn to 'House Beautiful'

Jack Flynn, formerly with S. C. Warden & Associates, Chicago space representative, has joined the New York sales staff of *House Beautiful*.

Radio Industry Sales & Income: 1958-59

(000 Omitted)

	All Radio		4 Networks		19 Network Owned Stations		[illegible] Stations	
	1959	1958	1959	1958*	1959	1958	1959	1958
Time Sales								
Network	$ 35,633	$ 46,519	$26,739	$32,216	$ 786	$ 1,714	$ 8,098	$ 11,362
Nat'l & Reg. Spot	178,142	171,939	—	—	23,035	22,262	165,108	149,676
Local	359,139	320,287	—	—	10,551	11,251	348,587	311,756
Total Time Sales	582,914	541,665	$26,739	$32,216	34,382	35,429	521,793	472,799
Less Commissions	62,865	59,620	4,897	6,448	6,468	6,937	51,303	46,219
Net Time Sales	520,049	482,045	21,842	25,869	27,717	28,471	470,490	426,580
Rev. from talent, etc.	35,683	38,552	8,186	10,957	2,646	2,820	24,851	24,659
Total Broad. Rev.	555,732	520,597	30,028	36,709	30,363	31,291	495,341	451,239
Total Broad. Exp.	511,743	482,607	39,931	46,270	24,952	25,615	446,860	409,618
Broad. Income (or loss) before taxes	43,989	37,990	(9,903)	(9,561)	5,411	5,676	48,481	41,621

—AA table from FCC data

* Omit revenues retained by 3 regional networks

Bert Jones Retires Jan. 1 as Link-Belt Ad Manager

Bertram V. Jones will retire Jan. 1 as advertising manager of the Link-Belt Co., Chicago, manufacturer of materials handling and power transmission [illegible]

Proceeds from Ad Anthology to Build James W. Young Fund

CHICAGO, Nov. [illegible]—A book detailing the [illegible] and [illegible] of advertising [illegible] will be published [illegible] James Webb Young [illegible] Mr. Young, advertising [illegible]

[illegible] Repplier [illegible] Advertising [illegible] Borden, [illegible] Howard Morgens [illegible] Procter & [illegible] other top-notch business and advertising leaders.

The book will be printed by the University of Illinois Press and will be offered for sale on a [illegible] basis. All royalties received from the book will go to the James Webb Young Fund for Education in advertising, which was established by the advertising department [illegible] journalism [illegible]

[illegible]

American Express Sends Catalogs to Card Holders

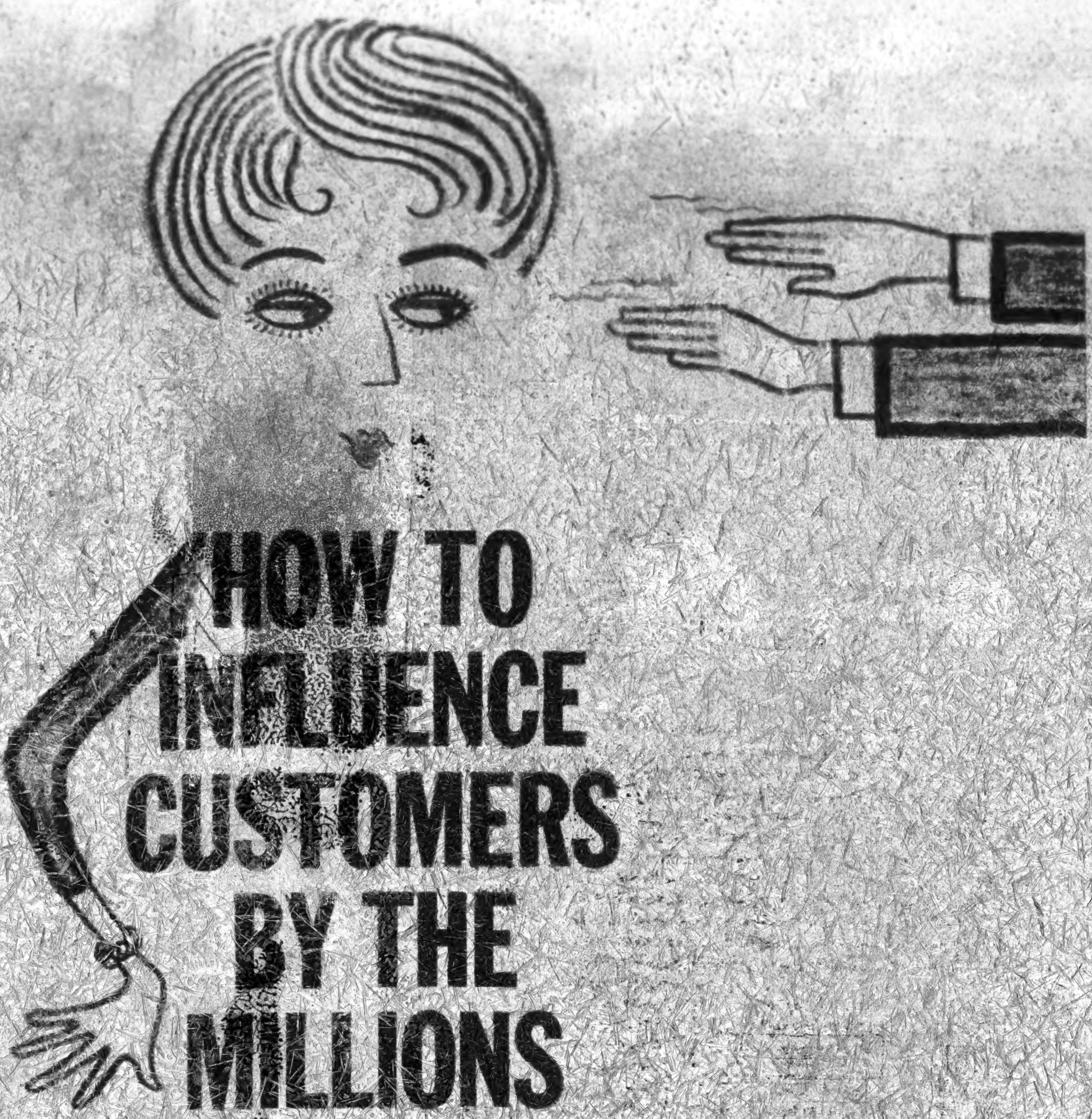
American Express Co. has mailed [illegible] Christmas gift catalogs to its credit card holders listing items they may charge for gifts. Suppliers include Neiman-Marcus, Georg Jensen, [illegible] and [illegible]

MAB Sets Seminar Dec. 1

The Magazine Advertising Bureau has announced it is setting up a seminar in New York Dec. 1 in cooperation with the Assn. of National Advertisers and the American Assn. of Advertising Agencies on the subject of using magazines creatively for greater sales.

ADVERTISERS WANTED TO KNOW...
THE NUMBER 1 STATION IN THE DES MOINES AREA MARKET!
SO...
ADVERTISERS AND AGENCIES SELECTED THE AREA!
[illegible]
PULSE, INC. MADE THE SURVEY!
[illegible]
THE RESULTS?
KIOA
AGAIN WAS RATED
1st CHOICE
IN THE 23 COUNTY
DES MOINES
ADVERTISER AREA
[illegible]

Canada's fastest growing newspaper
THE TELEGRAM
DAILY plus WEEKEND
TORONTO, CANADA



HOW TO INFLUENCE CUSTOMERS BY THE MILLIONS

Here's a powerful influence on present and potential customers by the millions with the hard-hitting advertising campaign in New York, Chicago and Philadelphia through the use of the 3 top markets' dominant sales producer — FIRST 3 MARKETS GROUP.

In these most profitable markets, which account for 19[illegible] of total U. S. Effective Buying Income, the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. As the outstanding advertising medium in the 3 pivotal markets, *there is no substitute* for FIRST 3 MARKETS' solid [illegible] COVERAGE of all families.

In addition, busy cash registers in the six states adjacent to the 3 markets ring up 29¢ out of every U. S. Retail Sales $1.00. FIRST 3 MARKETS GROUP concentrates the bulk of over 5½ million circulation within these six states to deliver 40% COVERAGE of all families.

To make your advertising sell *more* where *more* is sold . . . it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine
Chicago Sunday Tribune Magazine
Philadelphia Sunday Inquirer "Today" Magazine

New York 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • Chicago 11, Ill., Tribune Tower, SUperior 7-0043 • San Francisco 4, Calif., 155 Montgomery Street, GArfield 1-7946 • Los Angeles 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

Agricultura de las Americas
World Farming

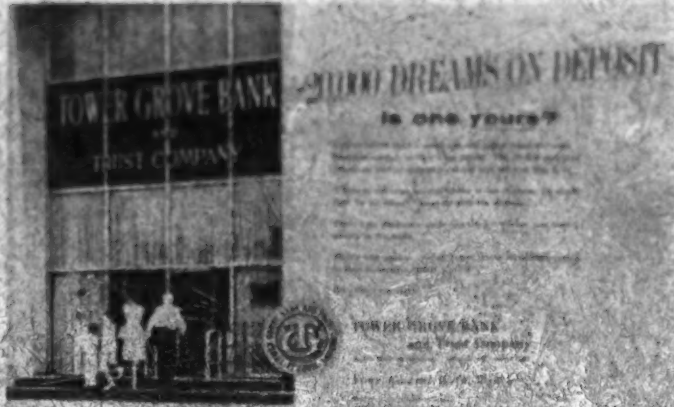
WANT TO SELL FARMERS OVERSEAS?

Your best market can be as wide and prosperous as the world. Now, many manufacturers of farm-use products enjoy a brisk export business. They depend upon two unique international magazines to reach leading ranchers, planters and commercial farmers. They use Agricultura de las Americas for its leading audited farm market coverage of Mexico, Central and South America.

To generate sales in Africa, Asia, the Middle East and Oceania, the media choice is World Farming, also the leader in its field. Write today for informative Market and Media Folder.

AGRICULTURA de las AMERICAS | WORLD FARMING

1014 WYANDOTTE ST., KANSAS CITY 5, MO.


TOWER GROVE BANK AND TRUST COMPANY

21000 DREAMS ON DEPOSIT

is one yours?

TOWER GROVE BANK
and Trust Company

SOLUTION—One layout solves two problems in newspaper ads for *Tower Grove Bank & Trust Co., St. Louis. The advertiser is identified by using the bank's entrance as the illustration in each ad, with art and copy unified with headlines reading out from the bank's name above the door. Tv spots integrate with the newspaper ads by using photos of the bank's entrance. French Advertising is handling.*

'Steel' Offers New Market Data File

CLEVELAND, Nov. 3—A new marketing data file for the metalworking industry was announced last week by Penton Publishing Co., publisher of Steel. [illegible]

[illegible] research service offered by Steel. Penton is establishing a [illegible] working library at its Cleveland headquarters [illegible] and [illegible].

Steel says the new work file presents new [illegible] in an easy-to-use form [illegible] shows how to use the statistical data in the file. The work file can be obtained by writing Penton, Penton Bldg., Cleveland 13.

Farson, Huff Names Three

Farson, Huff & Northlich, Cincinnati, has added [illegible] Ken Mahler, copywriter, [illegible] at Stockton, West, Burkhart; [illegible] James R. Colburn [illegible] account executive [illegible]

It's true that people make markets, BUT they do not become customers until they are REACHED and SOLD

in **AKRON**
only the **BEACON JOURNAL**
can do the job!

Here are the facts about the Akron Beacon Journal Area of Influence

TOP TEN BRANDS

a 1 billion 400 million* DOLLAR MARKET

POPULATION . . . 745,660
FAMILIES 220,734

TOTAL BEACON JOURNAL CIRCULATION:

DAILY	SUNDAY
165,373	175,773

Plan your sales promotions in Akron's ONLY daily and Sunday newspaper and be sure your messages go home. It costs but 40c per line with spot or full ROP color available in all issues.

1 Color and Black
2 Colors and Black
and Full Color
available in all Daily and Sunday issues

*Source 1959 Sales Management Survey of Buying Power.

AKRON BEACON JOURNAL
"Ohio's Most Complete Newspaper"
JOHN S. KNIGHT, Publisher   Represented by Story, Brooks & Finley

CHES · SCHOOLS · INS
CHURCH—CHURCHES
IONS SCHO
S · SCHOOLS · INSTITU

THE PROTESTANT RELIGIOUS MARKET

Comprehensively covered by
CHRISTIANITY TODAY
and offering you:

1. The best church coverage—180,000 ministers and lay leaders—all primary buying factors.

2. The best readership—research indicates 81%—far beyond competition.

3. The best educational and institutional coverage—reaching both the executives and board members individually.

4. The best climate—you share CHRISTIANITY TODAY'S outstanding editorial prestige.

Send today for brochure, "The Protestant Church Market" containing pertinent information, plus circulation analysis, rates and data on

CHRISTIANITY TODAY
Washington Building, Washington 5, D.C. DEPT

After Dazzling Decade, Publishers Feel Pinch . . .

Battle for Medical Ad Dollar Grows Hotter

New Publications Appear, but Budget Cuts Follow Kefauver Hearings

By Milton Moskowitz

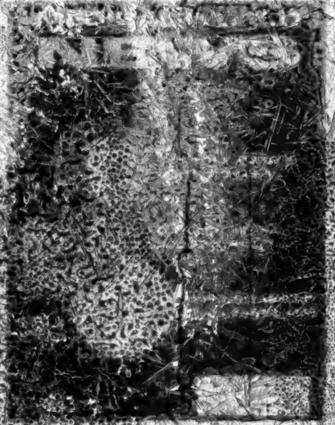
NEW YORK, Nov. 1—A power struggle is shaping up for 1961 in the medical publishing field.

Competition for a share of the ethical drug advertising dollar will become more intense, basically for two reasons:

1. Pharmaceutical manufacturers are cutting back their advertising budgets.

2. With several new publications launched this year and several others scheduled for next year, there is more space for sale than ever before in a field already [illegible] the doctor's [illegible]

■ [illegible]



[illegible] Medical Economics [illegible] and Modern Medicine [illegible].

■ A number of factors underlie the industry's wide cutbacks in advertising. For one thing, the industry has taken a terrific pounding in Sen. Estes Kefauver's investigation of ethical drugs, with promotional expenditures particularly coming under heavy fire.

Secondly, there has been a marked slowdown in the output of hot new products. The tremendous increase in advertising since 1950 has stemmed from promotion of new products but the industry has not made any notable scientific breakthroughs in the last two years. As a result, prescription volume seems to have leveled off.

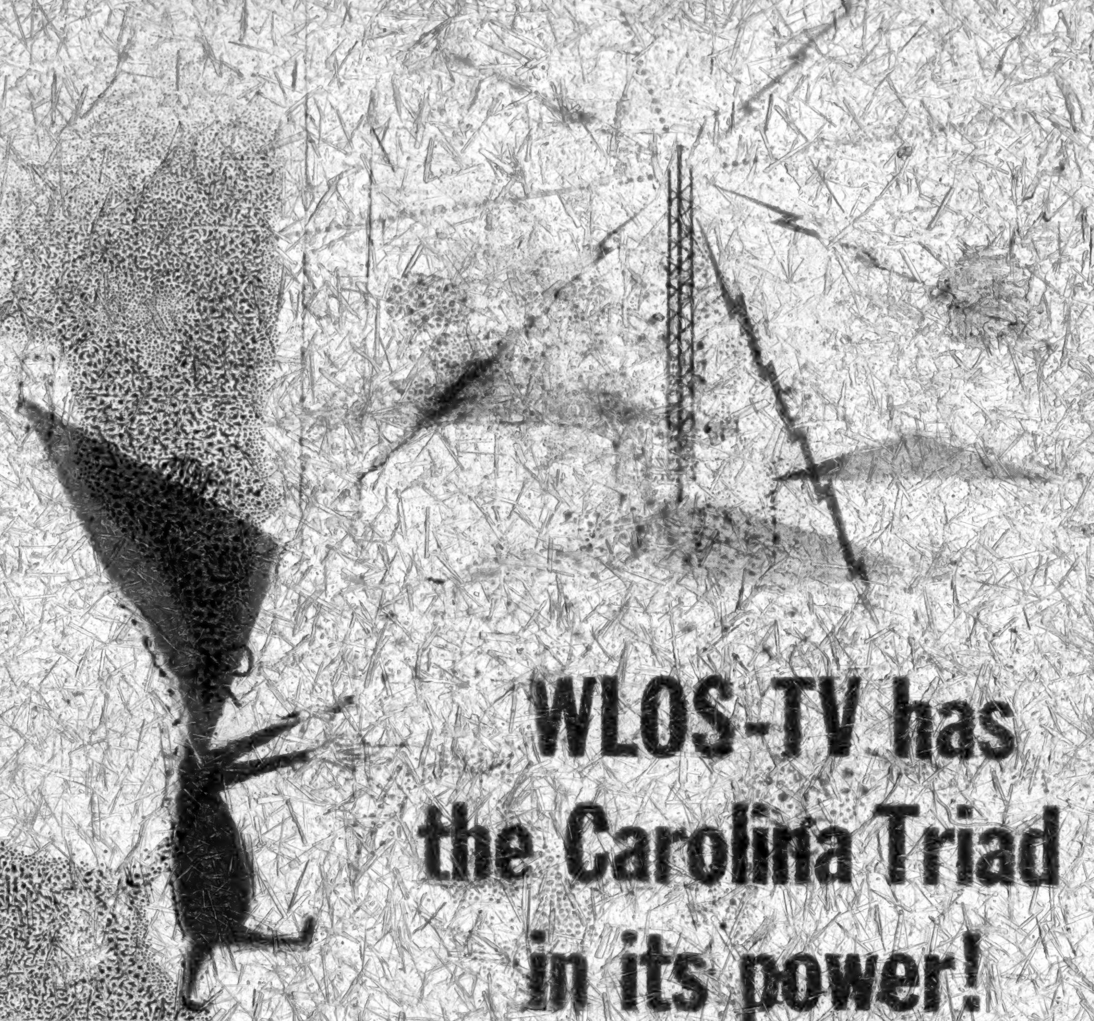
Finally, and this is naturally a crucial determinant, sales and profits are beginning to fall off after years of spectacular gains. Two of the industry's big guns—Parke, Davis & Co. and Upjohn Co.—reported profit declines of more than $1,000,000 for the third quarter. Other drug producers reporting substantial earning declines for the third quarter are Smith Kline & French Laboratories, Warner-Lambert Pharmaceutical Co., Schering Corp. and two chemical companies with important drug divisions, Merck & Co. (Merck Sharp & Dohme), and American Cyanamid Co. (Lederle Laboratories).

■ What will 1961 bring? Donald F. Fitzsimmons, head of the advertising agency bearing his name, put this question to seven drug companies. The results, reported in his October newsletter, showed that only one out of the seven planned to increase advertising in 1961. More significantly, of the four $100,000,000 houses surveyed by Mr. Fitzsimmons, one planned to cut advertising 17% next year, another 25%; the other two expect to hold the 1960 line. And a $75,000,000 company reported a 10% cut in the 1961 ad budget.

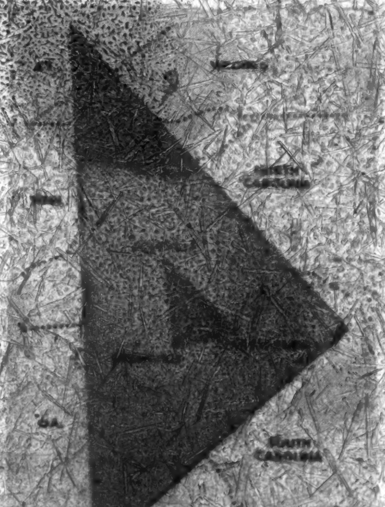
The bad news has been flowing into the offices of medical publications in a regular stream. Schering Corp., which had a disappointing first half, reduced its schedules in

(Continued on Page 80)

Luxury Living
Overlooking Lake Michigan
on CHICAGO'S GOLD COAST
[illegible] minutes from downtown. Steps from [illegible] restaurants and exclusive North Michigan Avenue stores. Superb appointments and friendly service. Rooms, suites and apartments by the day, month or year.
[illegible]
SUperior 7-8500
LAKE SHORE DRIVE HOTEL
181 E. Lake Shore Drive, Chicago



WLOS-TV has the Carolina Triad in its power!



THE CAROLINA TRIAD
[illegible] States • [illegible] Counties

WLOS-TV IS FIRST FROM 9 A.M. TO MIDNIGHT!

All day, all night, all week . . . WLOS-TV is first in the rich, six-State Carolina Triad! The March ARB shows an average 34,000 homes are watching WLOS-TV every quarter-hour, 108.6% more homes than station "a", 21.4% more than station "b". Obtain the details of WLOS-TV's dominance in the Carolina Triad from your PGW Colonel.

WLOS-TV
Serving
GREENVILLE — ASHEVILLE — SPARTANBURG
A Wometco Enterprise

Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.

some books by more than 50%. And Wyeth Laboratories, the principal ethical drug unit of American Home Products, has virtually disappeared from medical journals in the second half of 1960.

■ The biggest single cutbacks in promotion came from Upjohn and Ciba Pharmaceutical Products, both of which are discontinuing the newspapers they have been mailing to [illegible] for the past five years.

Upjohn decided [illegible] to kill Scope, a 16-page weekly. A few weeks [illegible] Ciba announced the end of Medical News, a bi-weekly. Both publications will put out their final issues in December.

[illegible] News Service, a unit of [illegible], produced Scope at an estimated cost of $1,500,000 a year. [illegible] a year.

■ [illegible] Sudler & Hennessey [illegible] the paper [illegible] editor and publisher [illegible] Kiernan, formerly managing editor, as editor. [illegible] will cover medical news for physicians. [illegible] Medical Tribune.

Still another relatively new competitor in the medical news field is Medical World News, a [illegible] newsmagazine launched last spring by Maxwell M. Geffen. Dr. Morris Fishbein is the editor of the book and the executive editor is William H. White, formerly editor of Ciba Medical News.

With a page rate of $1,[illegible], Medical World News has been carrying about 35 advertising pages an issue. It reports that it expects to show a substantial increase in 1961.

■ Still another competitor is Factor, a monthly newspaper just rounding out its first year in business. Factor, published by Professional News Bureau Inc., concentrates its editorial attention on the psychological or emotional aspects of medicine.

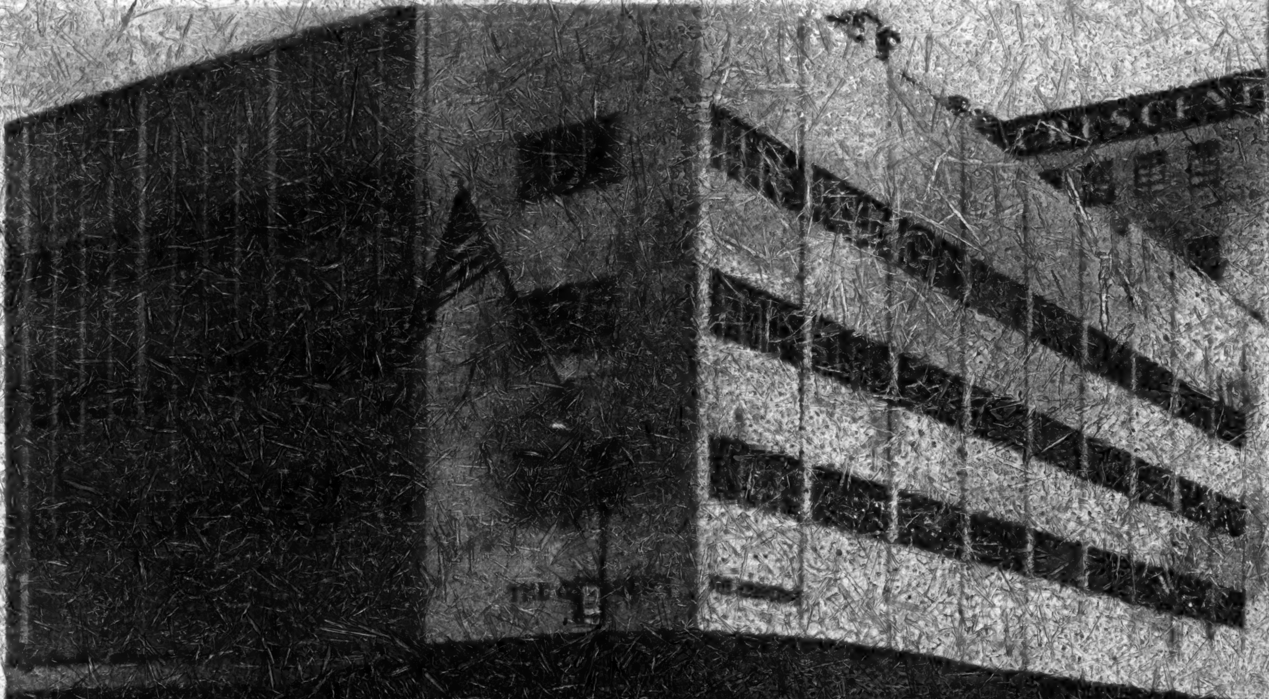
Advertisers and agencies recently received results of a readership study done by the Mendota Research Group for *Factor*. The study, based on interviews with 119 physicians, showed that 51% were "not aware of receiving" the paper, 28% were "receiving and reading" it and 11% were "receiving and not reading" it.

In the consumer media field a 62% non-readership would be considered deadly. Not so in the crowded medical field. The study found that readers have a median practice of 90 patients per week compared to 68 patients per week for non-readers. Also, 51% of *Factor* readers reported that they found the editorial matter "very useful" in their practice.

■ Advertisers and agencies are also being hit these days with one of the loudest media presenta-

Factor
SCOPE
Medical Tribune

COMING IN, GOING OUT—*Two major casualties in medical promotion this month will be Scope (above), 16-page weekly newspaper that Upjohn has mailed to doctors for five years at estimated cost of $1,500,000 annually, and Medical News, bi-weekly mailed by Ciba. Both publications will expire in November. Factor, a monthly independent, is rounding out its first year and, after tough sledding, sees "a good year" in '61. Medical Tribune, launched last April, is stressing "the emotional factor in medicine."*



WHY THE SPOKANE DAILIES
SELL A MARKET 4 TIMES AS
BIG AS ITS METRO AREA

Break-Down of the Total Market You Sell with the Spokane Dailies

	Metropolitan Spokane	24 County Retail Trading Zone*	Total 36 County Spokane Market
Population	291,100	635,400	1,159,200
Net Income	$578,498,000	$1,315,099,000	$2,118,727,000
Retail Sales	$379,688,000	$ 847,233,000	$1,428,990,000

* 24 complete counties shown. Latest data, with exception of circulation, unavailable for parts of counties defined by A.B.C.
Source: Sales Management, "Survey of Buying Power," July 10, 1960

Combined Daily Circulation
Over 160,000
86.41%
UN-duplicated

Circulation: Publisher's statements to A.B.C., March 31, 1960
Duplication: R. L. Polk & Company

Cover the Inland Empire like the sunshine

THE SPOKESMAN-REVIEW
SPOKANE DAILY CHRONICLE

Advertising Representatives: Cresmer & Woodward, Inc. [illegible]

in Westchester
the whole view is important

WHITE PLAINS WESTCHESTER NEWSPAPER
DAILY TRADER
55 Church St., White Plains, N.Y.

[illegible]
RALPH R. MULLIGAN
[illegible]

tions ever turned out in the field—a boxed hard-cover volume heralding the 1961 revamp of *Modern Medicine*. Looking something like a deluxe edition of a classical work, the multi-colored volume spells out the changes coming next year: A new editor-in-chief, Dr. Irvine H. Page; publication schedule moved up from 24 to 26 times a year; expanded medical news coverage through a new front-of-the-book section, "Newsfront"; circulation increased to 177,000 (up from current 145,000) through addition of osteopaths and practicing physicians of all ages, and new format, typography and design.

Also coming in 1961, to make the picture even more competitive, are higher advertising rates for virtually all of the leading publications in the field—the increases ranging from 10% to 20%. One-time page rates are moving up as follows:

AD OVERFLOW—The medical books get pretty crowded and one of them, *MD*, which has a maximum limit of 180 ad pages per issue, accommodates one advertiser an issue by selling the space on the mailing wrapper (left). Current holder of the coveted position is Wm. S. Merrell Co. The cost: $2,000.

Journal of the American Medical Assn., from $1,210 to $1,390; *Current Medical Digest*, from $720 to $820; *MD*, from $1,500 to $1,650; *Medical Economics*, from $1,145 to $1,315; *Medical Times*, from $650 to $699; *GP*, from $515 to $570; *Modern Medicine*, from $1,000 to $1,200; *Western Medicine*, from $300 to $400.

■ It's also apparent that 1961 will bring no dearth of new publications, despite the fact that there are already some 800 books available to advertisers in the medical field. In January, *Medical Economics* will get a new competitor in *Physician's Management*, to be launched by Byrum-Kissinger Publications, Chicago. The American Academy of General Practice, Kansas City, publisher of *GP*, will bring out a new monthly, *Family Physician*, next April.

Also in the works for January is a new publication in a closely allied field—*Dental Management*, being launched by Professional Publishing Corp., Stamford, Conn. The first issue will be mailed to 90,000 dentists in January, and the publisher announced last week: "It is interesting to note that, because of the high-grade readership supplied by the nation's dentists, a number of top-level advertisers have purchased space in the magazine before even seeing the dummy." ■

Auerbach Adds 2 Accounts; Resigns Capehart Corp.; Moves

Progress Mfg. Co., Philadelphia, producer of residential lighting fixtures, exhaust fans, range hoods and bathroom cabinets, has appointed Alfred Auerbach Associates, New York, to handle its advertising. Auerbach also has been named to handle advertising for Stiffel Co., Chicago, lamp manufacturer.

Auerbach has resigned the account of Capehart Corp., Richmond Hill, N.Y., maker of radio, phonograph and tv sets. Auerbach has moved to 4 W. 58th St., New York.

Princess del Drago to Incres

Princess Elika del Drago, who resigned in June as advertising manager of Vespa Distributing Corp., has been appointed special assistant to the president of the Incres Line Agency, New York. She will coordinate advertising, pr and sales promotion for the line's two Nassau cruise ships.

Two Join Reach, McClinton

Reach, McClinton & Co., New York, has appointed Renee Babbitts, formerly a script writer for the Oldsmobile traveling industrial show, to the copy department and Margot Teleki, formerly with J. Walter Thompson Co., to its media department.

"Our years of retailing have shown us the Big Plus-Business market outside Spokane."

"To achieve maximum sales volume, an alert retail store must look beyond its metropolitan market for plus business. For many years, The Crescent has used The Spokesman-Review and Spokane Daily Chronicle to develop mail-order business as well as store traffic. Today a substantial portion of our volume comes from customers throughout the 80 thousand square mile area served by these papers. We at The Crescent know that the Spokane Market is much bigger than it looks, for we depend upon it for plus volume."

R. A. Paterson
president and general manager
The Crescent, Spokane, Washington

WASHINGTON
MONTANA
OREGON
IDAHO

Marketing men agree the true measurement of a market is people and the money people have and spend. Also, that buying habits as well as common social and business interests transcend imaginary boundaries. Because Spokane is 289 miles or more from cities of comparable size, it is the social and trading center, the "Big City" for over a million people in 36 counties. This is why the market cannot be measured by Spokane's metro figures . . . why it is 4 times as big as it looks.

Spokane's two newspapers, The Spokesman-Review and Spokane Daily Chronicle, are "local" papers to families in this big marketing area. Whereas less than 5% of them receive coastal city papers, approximately 50% receive the Spokane dailies: 70% of the families in Spokane's 24 county Retail Trading Zone and over 90% of the families in Metropolitan Spokane receive these newspapers.

Few newspapers, anywhere, sell so large a market. Few enjoy the almost complete domination of a market where over a million people live . . . where the buying income exceeds $2 billion.

You easily, effectively sell this important market with The Spokesman-Review and Spokane Daily Chronicle. They're an economical, one "Newspaper-Buy" – an "A" schedule *must* if you sell in the Pacific Northwest.

EXECUTIVE
APPOINTMENT
LOG
for
1961
YOUR ENTIRE WEEK'S
APPOINTMENTS ON
ONE SPREAD OF PAGES!

Your appointments for the entire week revealed at a glance—day-by-day "page thumbing" eliminated — appointment mix-ups minimized — you save time and trouble. Page size 8¼ × 10¾ inches. Two columns per day. Hours from 8:00 A.M. to 5:45 P.M. with space for evening appointments. Quarter-hour breakdowns. FULLY DATED FOR CALENDAR YEAR 1961. Recall section at end of year for each month of following year. One-piece, flexible cover, attractively embossed. Flat-opening, tear resistant wire binding. Smooth, white ledger paper printed in red and green.

Only
$2.50
postpaid

THE COLWELL COMPANY
Service to the professions since 1927
205 Kenyon Rd., Champaign, Illinois

Please send me the EXECUTIVE APPOINTMENT LOG for 1961. Check for $2.50 enclosed.

NAME
ADDRESS
CITY STATE

86 PROOF AALBORG AKVAVIT
THE ONLY LIQUOR YOU KEEP IN YOUR FREEZER AND SERVE AS A COCKTAIL

NO ICE CUBES—Aalborg Akvavit from Denmark is emphasizing that its product is "the only liquor you keep in the freezer and serve as a cocktail" in a new series of b&w ads running in magazines from October to February. Erwin Wasey, Ruthrauff & Ryan, New York, is the agency.

Ecoff & James Changes Name, Promotes Executives

Ecoff & James, Philadelphia, has named Wesley M. Ecoff, former president, chairman of the board and chief executive officer and Donald E. Battle, formerly v.p., president. Simultaneously, the agency name has been changed to Ecoff & James & Battle Inc.

William J. Ecoff, head of production, has been named v.p. George L. Shipps has been elected secretary and assistant treasurer.

Schieffelin Sets Big Insert

Schieffelin & Co., New York, has scheduled a 16-page, four-color insert in the Dec. 8 issue of the Reporter, boosting six brands of scotch, wine, gin, rum and liqueurs. Donahue & Coe is the agency.

Cover Indiana Without Elkhart?

The Elkhart Truth covers 62.3% of the homes in Elkhart County—127% more than the second best paper.

Elkhart County is 6th* in income, 4th* in CSI per household ($7,778) in Indiana.

*SRDS

THE ELKHART TRUTH

Represented by
Johnson, Kent,
Gavin & Sinding, Inc.

AMERICAN BUILDER

MEMO TO:

ADVERTISING MANAGERS AND AGENCIES

Sales executives are seeing these facts in Sales Management. They are reprinted here for your reference.

It's not just how many builders – it's where

GROWING BUILDING (Breakdown of Some Leading Growth Areas 1959 – 1963)

STANDARD METROPOLITAN AREA	POPULATION INCREASE 1959-63	% POPULATION INCREASE	INCREASE IN HOUSEHOLDS 1959-63	DWELLING UNITS BUILT 1954-58	DWELLING UNITS TO BE BUILT 1959-63	NUMERICAL INCREASE	% OF INCREASE	GROWING CIRCULATION 1958	1959	1960
Atlanta	188,000	23.3	34,800	51,300	57,200	5,900	11.5	282	761	831
Davenport-Rock Island-Moline	25,000	8.9	7,300	6,000	11,000	5,000	83.3	115	132	152
Kansas City, Mo.	110,200	9.3	35,000	44,000	52,400	8,400	19.1	413	481	509
Little Rock	33,200	12.8	11,300	8,900	13,000	4,100	46.1	53	75	103
Memphis	95,866	15.4	26,600	27,200	39,800	12,600	46.3	76	217	252
Miami	373,900	56.4	104,200	84,700	156,200	71,500	84.5	281	334	482
Oklahoma City	90,600	18.5	28,300	17,000	36,800	19,800	116.5	109	156	277
Phoenix	196,000	33.2	56,700	53,350	85,000	31,650	59.5	332	477	554
San Antonio	121,000	15.0	31,800	23,300	41,300	18,000	77.3	132	168	178
San Bernardino-Riverside-Ontario	199,000	39.1	91,500	77,500	137,300	59,800	77.2	490	551	658
San Francisco-Oakland	430,100	15.2	139,600	122,800	203,300	80,500	65.6	1,103	1,583	2,021
San Jose	222,000	37.7	75,500	59,300	113,200	53,900	90.9	416	778	987
Winston-Salem	22,800	12.7	6,200	5,500	9,300	3,800	69.1	36	65	78

Is your selling effort shifting as fast as the shifting market potential? Two years ago, American Builder opened the light construction industry's eyes to geographical changes with its now-famous Markets on the Move study (sample statistics above). Ever since, American Builder has had the jump in concentrating circulation *right where you want to concentrate your selling efforts.*

Overall, American Builder has had the biggest builder circulation, based on one-year averages, in seven of the last nine years, including 1959. And this circulation is centered on the hard core of the market—the versatile, flexible building pros who adjust to the changing times.

Sell the steady market in American Builder

Standard Accident Wins Annual Report 'Oscar'

Standard Accident Insurance Co. of Detroit has received the gold Oscar-of-Industry trophy for the best stockholder annual report for 1959, at the annual banquet sponsored by *Financial World*. The company also won a silver award for the best report of all financial institutions and a bronze award for the best report in the property insurance field. The New York Stock Exchange received a special trophy for outstanding "leadership in encouraging greater dissemination of share-ownership information."

Other silver awards were presented to Amphenol-Borg Electronics Corp., Federal Paper Board Co., Sears, Roebuck & Co., United Air Lines, Abitibi Power & Light Co., and International Business Machines Corp. In addition, 56 bronze awards, plus certificates for second and third place winners, were presented to companies whose reports topped their respective fields.

Swink Names Hazelwood; Adds American Welding

American Welding & Mfg. Co., Warren, O., has appointed Howard Swink Advertising, Marion, O., to handle its advertising effective Nov. 1. Bayless-Kerr Co., Cleveland, previously handled the account. At the same time, David Hazelwood, formerly a partner in his own Cleveland advertising and public relations company, has joined the creative writing staff of Howard Swink.

'Journal Star' Names Schlink

The Peoria *Journal Star* has named David J. Schlink promotion manager. Mr. Schlink, formerly supervisor of the daily's circulation department, succeeds Paul M. Proctor, who has resigned.

Kigner Names Lippman to Head New Frankfurt Office

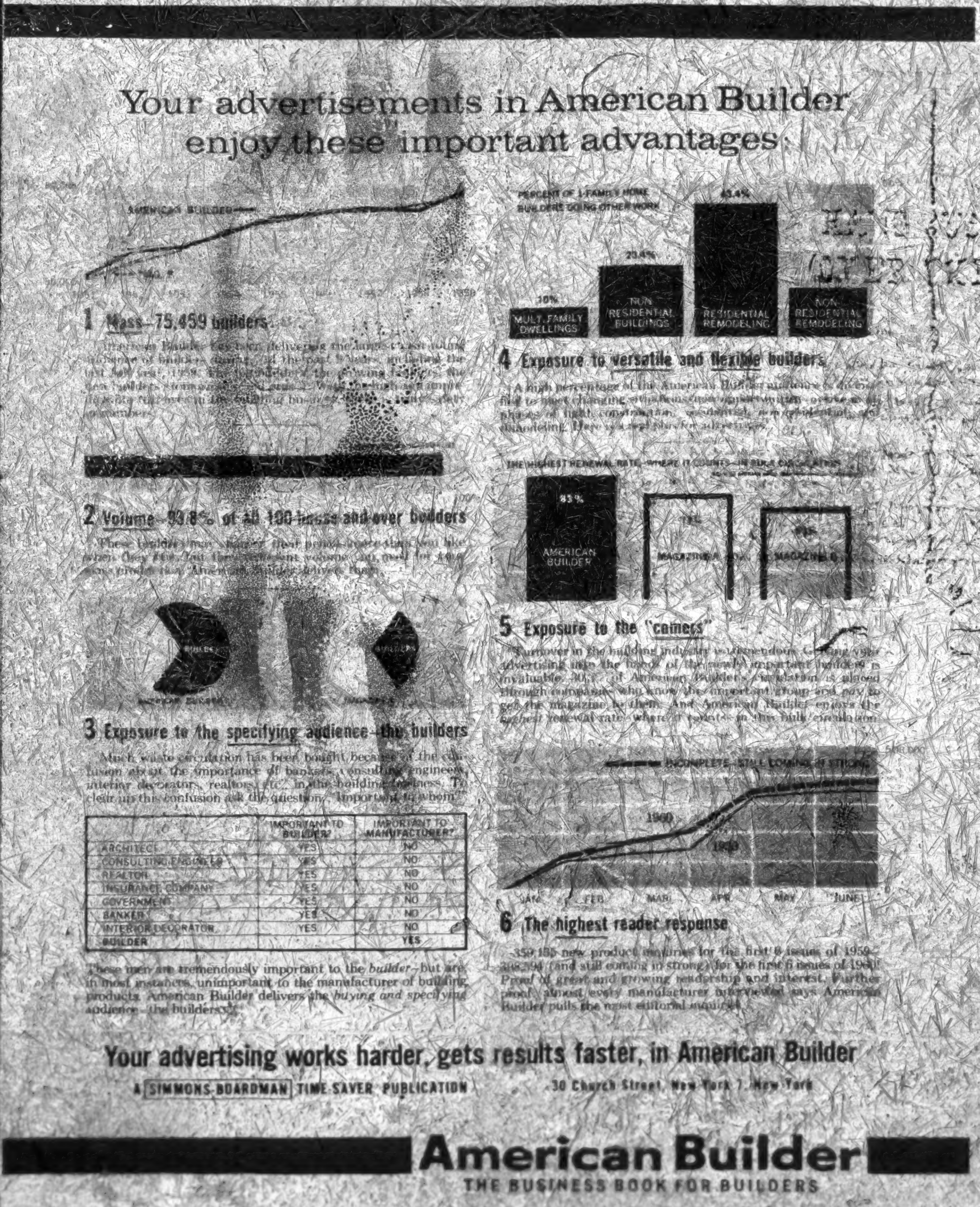
I. M. Kigner Advertising, Phoenix, has opened an office in Frankfurt, Germany, to serve the European Common Market, and has appointed Bruno Lippman exec vp and general director of that office. Bette Doyle, creative director, has been appointed a vp and director in charge of the agency's European creative department. At the same time Alfred B. Rosman and Arnold B. Wake, account executives, have been appointed vps.

Witt to 'Journal of Commerce'

Robert A. Witt, formerly with *Iron Age*, has joined the *Journal of Commerce* as advertising sales promotion director in New York, a new post.

Berndt Joins Hesselbart

Ted Berndt has joined Hesselbart & Mitten Advertising, Akron, O., as marketing director, a new post. Mr. Berndt was formerly vp of Meek & Thomas, Youngstown, O.



Your advertisements in American Builder enjoy these important advantages:

1 Mass—75,459 builders

[illegible]

2 Volume—93.8% of all 100-houses-and-over builders

[illegible] American Builder delivers them.

3 Exposure to the specifying audience—the builders

Much waste circulation has been bought because of the confusion about the importance of bankers, consulting engineers, interior decorators, realtors, etc., in the building business. To clear up this confusion ask the question, "Important to whom?"

	IMPORTANT TO BUILDER?	IMPORTANT TO MANUFACTURER?
ARCHITECT	YES	NO
CONSULTING ENGINEER	YES	NO
REALTOR	YES	NO
INSURANCE COMPANY	YES	NO
GOVERNMENT	YES	NO
BANKER	YES	NO
INTERIOR DECORATOR	YES	NO
BUILDER		YES

These men are tremendously important to the *builder*—but are, in most instances, unimportant to the manufacturer of building products. American Builder delivers the *buying and specifying* audience—the builders.

4 Exposure to versatile and flexible builders

A high percentage of the American Builder audience is [illegible] phases of light construction, residential, [illegible] remodeling. [illegible]

5 Exposure to the "comers"

Turnover in the building industry is tremendous. Getting your advertising into the hands of the newly important builders is invaluable. 30.1% of American Builder's circulation is placed through companies who know the important group and pay to get the magazine to them. And American Builder enjoys the highest renewal rate where it counts—in this bulk circulation.

6 The highest reader response

359,185 new product inquiries for the first 6 issues of 1959—398,394 (and still coming in strong) for the first 6 issues of 1960! Proof of great and growing readership and interest. Further proof: almost every manufacturer interviewed says American Builder pulls the most editorial inquiries.

Your advertising works harder, gets results faster, in American Builder

A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION 30 Church Street, New York 7, New York

American Builder

THE BUSINESS BOOK FOR BUILDERS

Day's end—and Detroiters read their papers

Total metropolitan household coverage of both evening papers: 70.5%

Any other combination comes to no more than [illegible]

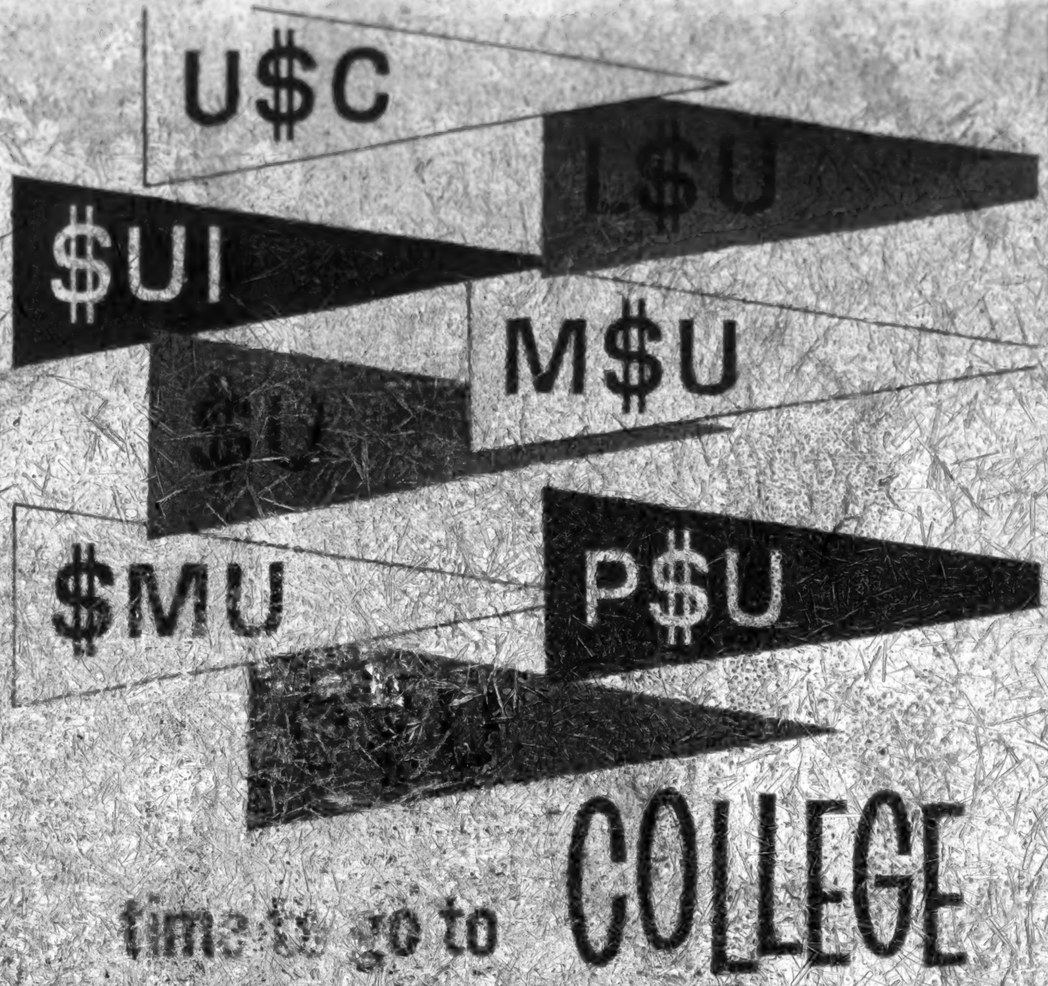
Only with both Detroit evening papers do you get 70.5% of the metropolitan area families—and at the lowest combination rate! Even more impressive: 234,335 families in the metropolitan area read the TIMES exclusively (130,869 more than Detroit's morning paper*). And 88% of the metropolitan area families who read the TIMES get home delivery! Clearly enough, selling potential customers through the TIMES is a habit worth cultivating.

*[illegible]

KEEP YOUR EYE ON THE TIMES

Detroit Times

Represented nationally by
HEARST ADVERTISING SERVICE INC.


U$C
L$U
$UI
M$U
$U
$MU
P$U
time to go to COLLEGE

college and university business

Sure, you've been to college—but look at what has happened in higher education since [illegible]

■ [illegible] students in 1959 [illegible] college has grown [illegible] by 1970 [illegible] In 1959 colleges and universities [illegible] spent more money for new facilities than had been spent since the first college was built in America, and the physical plant will nearly double in a decade.

Now is the time to go to colleges and universities for sales—sales of every type of building component, of new laundry, grounds-keeping equipment, maintenance and operation equipment and materials, [illegible] and public area furniture and furnishings, of food service and dining room equipment and furnishings, of teaching tools of all kinds.

Furthermore, higher education [illegible] market [illegible] 2000 [illegible] institutions [illegible] within [illegible] where market [illegible] can make a powerful impact now for immediate and future sales [illegible] geographically [illegible] well-organized sales force [illegible] reached and penetrated through a single powerful and effective magazine—COLLEGE AND UNIVERSITY BUSINESS—serving all the buyers in the college market.

Ask for these new statistical publications: Housing and Food Service Facilities; Science Laboratories planned for the next five years; College Construction by building types and cost, 1953-1959.

PUBLICATIONS OF F. W. DODGE CORPORATION

The Nation's Schools and College and University Business are published by The Modern Hospital Publishing Co., Inc., 919 North Michigan Avenue, Chicago 11, Illinois.

Dailies Best Medium for Bank Ads, TV Next, Financial PR Assn. Hears

Let Bank Official Read Commercials; He's More Sincere, Says Gegenschatz

Boston, Nov. 3—Dailies and tv are preferred over radio as bank advertising media by large bank users of radio.

"Newspapers are the best ad vehicle for banks, regardless of the service being promoted.

"Tv commercials are more effective when presented personally by a bank officer.

"Bank advertising people are sharply divided on the use of premiums and giveaways, but the 'for' camp seems to be gaining as competition increases.

The survey findings and opinions above were among a [illegible] of items that bank promotion and advertising executives learned, heard or saw at the 45th annual convention of the Financial Public Relations Assn.

■ That newspapers [illegible] Raymond [illegible] advertising [illegible] conducted a [illegible] convention [illegible] tising.

Daily [illegible]

■ [illegible] banks using [illegible] their particular preference [illegible] heavily [illegible]

■ Radio [illegible] generally [illegible] cards [illegible] thinking [illegible] 10% [illegible]

■ Majority of ten banks prefer the morning [illegible] hours for their [illegible] The evening [illegible] hours a strong second choice.

■ Of all forms of radio, large bank advertisers prefer one-minute spots and news programs of varying length and frequency.

■ Mert Reade, advertising director, Valley National Bank, Phoenix, Ariz., drew upon the 65-office financial system's experience in his portrayal of the daily newspaper as the best all-around advertising medium for banks.

"With broadcast media, by the time you have aroused the listener's interest in the 'shake bit of sell, sell, sell,' the clock is ticking away inexorably and you are at the end of your commercial time.

"In the case of newspapers, the prospect can go back and reread any part of the message; he can linger over something he wants to understand completely; you have his total attention for as long as he wants to give it, plus your corporate name and address before him all the while," Mr. Reade said.

"Direct mail is fine when you have a really good selective list of names to mail to," he said, "but when hunting prospects cold, newspapers are far and away the most effective and economical media."

■ Mr. Reade's bank splits its newspaper advertising into two classes: "1. straightforward, factual messages for the business man in the financial sections, and the 'inexpensive' run-of-paper display ads which deliberately seek [illegible]

[illegible]

[illegible] in charge of [illegible] advertising and [illegible] has personally delivered more than 90% of its radio and tv commercials. He prefers this personal approach because it lends a "much higher degree of credibility" to the commercials, he said.

"A professional announcer usually can deliver a more polished performance, but if he is good, he will be selling beer or dog food or real estate. While an officer of the institution may be less proficient, he is more than likely to convey a much greater impression of sincerity to his audience. The public feels that he speaks with authority, whereas the professional announcer is reciting something written for him," according to Mr. Gegenschatz.

■ Several months ago, he said, his institution decided to use additional personalities on tv and called for volunteers to make auditions. From 39 applicants, two officers were selected and are now "doing a very presentable job," Mr. Gegenschatz

FORT WAYNE INDIANA

NOW FULL COLOR NOW AVAILABLE IN LESS THAN FULL PAGE SIZES

1 [illegible] MINIMUM ON BLACK WITH 1, 2 OR 3 COLOR ADVERTISING

Color advertising is more versatile than ever in Fort Wayne. The impact of black and 1, 2 or 3 colors can now be added to your regular schedule here in any size from 1,000 lines to a full page. Try color on your next schedule and make sure you're getting your share of this big billion dollar market.

COLOR . . . the sure way to sell 140,000 Golden Zone Homes!

FORT WAYNE

INDIANA'S GOLDEN ZONE

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

---

The Nation's Schools

to get into the nation's schools —

GET INTO THE NATION'S SCHOOLS

In the public school market, sound media selection is now simpler than ever before—here's why:

The Nation's Schools, since 19[illegible] Number One magazine [illegible] among BUYERS, now has [illegible] even requested [illegible]

[illegible] magazines by the [illegible]

[illegible] Number One magazine [illegible] advertisers [illegible]

[illegible]

ASK FOR YOUR MARKET MEDIA DATA FILE

A convenient, sturdy file folder with tabbed indexes and data sheets covering market facts and media facts that will help you select and compare [illegible]

The Nation's Schools and College and University Business are published by the Modern Hospital Publishing Co., Inc.
919 North Michigan Avenue, Chicago 11, Illinois

F. W. DODGE CORPORATION

THE Nation's Schools

it's a Fact

Whether it is taken or delivered into the home, The Montreal Star goes home every evening and stays there to get the attention of the entire family. This "home-shopped" readership surrounds your advertising with a climate of acceptability and sparks the buying ideas that make your cash registers ring again and again.

The Montreal Star

Serves and sells Montreal's English market

Represented nationally by

O'Mara and Ormsbee Inc.

Times Change; Lawn-Boy Mower Ads Aim at Girls

'61 Drive Appeals to Teens, Too, as Pop's Grass-Cut Monopoly Ends

WAUKEGAN, ILL., Nov. 1—Five years ago, Outboard Marine Co. ran a series of ads picturing a young lady starting the engine of a Lawn-Boy power mower—and brought forth some indignant reaction from women readers who wanted nothing to do with mowing the lawn.

"Don't try to push that job off on us," was the typical reaction to the ads, a research study showed. "In the home, we'll take care of the flowers, but the lawn and grounds maintenance is up to the men in the family," the company was told over and over.

As a result of this setback, the company has discreetly put the wife in the background in its ads ever since. "She might be cultivating the flowers or sunning herself on the chaise, but we never let her touch a lawn mower again," the company ruefully acknowledged.

■ However, times are changing. In late 1959, the company made another homeowner's study and found that—in spite of the male household head's own testimony—two-thirds of all wives or female household heads were doing actual maintenance work on their lawns and grounds, not just tidying up the flower beds. In the West, the figure was as high as 77%, while in the Northeast it was [illegible].

[illegible]

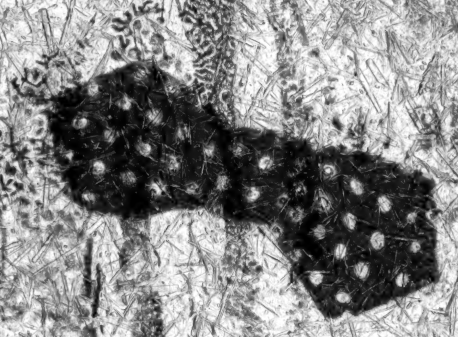
■ [illegible] interest [illegible] once estab[illegible] pany to [illegible] machine [illegible] [illegible] dence [illegible]

[illegible]

■ The company is also arranging to set up teen-agers in the lawn-mowing business across the country. A kit shows a youngster how he can purchase a Lawn-Boy mower on time and equips him with all the necessities of doing business. Advertising of this promotion will be on a local basis.

Erwin Wasey, Ruthrauff & Ryan, Chicago, is the agency. ■

This new NATIONAL YELLOW PAGES SERVICE can buy our various markets with just one contract ... and sell our best prospects



TELL ME MORE!

Ad. Mgr.: [illegible]

Ad. Mgr.: [illegible]

[illegible] about selling our [illegible]

Ad. Mgr.: [illegible] our best prospects [illegible]

Ad. Mgr.: [illegible] Yellow Pages [illegible]

Ad. Mgr.: [illegible] red tape!

[illegible] I think we ought to buy it.

Ad. Mgr.: Good ... because it's already in the works!

ONE CONTACT/ONE CONTRACT/ONE MONTHLY BILL

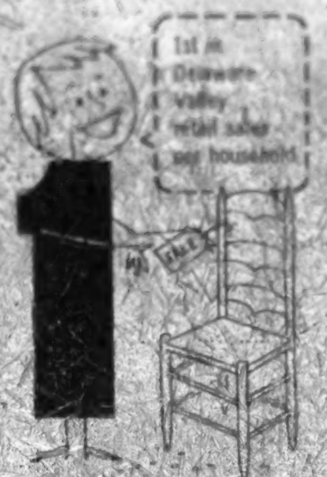
NEW

For details contact your NYPS representative through your Bell Telephone office.

No use, Mac, it's a
FORD
V-8
for a really
enjoyable ride
CHEVROLET Knee Action
Remember this w
Coca-Cola
TAN don't burn
COPPERTONE

the [illegible] Primary Medium

OUTDOOR
ADVERTISING INCORPORATED


1st in Delaware Valley retail sales per household
SALE

TRENTON TOPS THE DELAWARE VALLEY

Trenton, 30 miles above Philadelphia, spends more per household on retail sales than any other DelVal city.

AND THE "TIMES" IS TOPS IN TRENTON!

From the standpoint of newspapers, the Trenton Times dominates its market. Covers 73% of metropolitan area households, 95% of city zone. Beats the Trenton coverage of Philadelphia papers 10 times over.

TRENTON TIMES

Represented by SAWYER-FERGUSON-WALKER CO.

Pearl Brewing, Goetz Discuss Merger Plan

Two regional brewers—Pearl Brewing Co., San Antonio, and M. K. Goetz Brewing Co., St. Joseph, Mo.—are planning to merge. If the merger is approved by stockholders of both companies Dec. 3, Pearl will become the surviving company, with Goetz operated as a division. Agencies for both brewers—Tracy-Locke Co., Dallas, Pearl's agency, and John W. Shaw Advertising, Chicago, Goetz's agency—will continue to handle their respective accounts, Advertising Age learned.

'Confectionery-Ice Cream' Becomes 'Ice Cream World'

From Jan. 6, 1961, Confectionery-Ice Cream World, New York, will become Ice Cream World, with a guarantee of 5,500. The bi-weekly newspaper published by John E. Riesenfeld will be directed exclusively to the ice cream industry. Rates will be raised from the present $231 a b&w page to $275.

The publication has appointed W. J. Fitzpatrick, headquartered at Elmhurst, Ill., [illegible] manager. He was formerly [illegible] manager of Milk Plant Monthly.

CBS Radio Adds WKAT

[illegible] the Miami area will be WKAT, Miami Beach, starting [illegible]. The station replaces WGBS, Miami, which dropped [illegible] with the [illegible] WKAT now carries ABC and Mutual programs, but with [illegible] of the agreement with CBS, that network [illegible] continue [illegible] with ABC and Mutual.

Powell, Schoenbrod Adds Two

[illegible]

Barrett Beloug[illegible] Zell

[illegible]

IS THIS WHAT YOU WANT?

OF COURSE **NOT!**

Don't authorize the state to build ugly information boards with YOUR tax dollars.

[illegible]

Don't cripple hundreds of roadside businesses and destroy jobs.

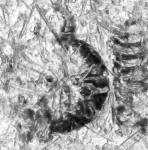
[illegible]

Don't be misled by the bad and deceitful billboard measure.

VOTE NO ON 15 UNFAIR BILLBOARD MEASURE

[illegible]

What is the government doing about those 90 little stills?



[illegible]

ROBERTSON'S YELLOW LABEL SCOTCH [illegible] established by John Robertson in 1827. Since then, nothing has changed but the increasing favor ROBERTSON'S YELLOW LABEL SCOTCH has found far beyond its Highland origins. Select your scotch carefully.

ROBERTSON'S
Yellow Label
BLENDED SCOTCH WHISKY

ROBERTSON'S YELLOW LABEL SCOTCH

IMPORTED IN THE BOTTLE FROM SCOTLAND

86.8 PROOF • 100% SCOTCH WHISKIES • KOBRAND CORPORATION, NEW YORK 1, N. Y.

WISCONSIN'S
2nd
METRO MARKET

Green Bay - Appleton Interurbia

Best Delivered
By The Two Great
Newspapers At Its Heart

Don't be mislead by "spill-over" coverage claims. Only these two newspapers deliver this nearly ½ billion dollar market on a day to day selling basis.

Combined Daily Circulation 82,068
PUBLISHER'S STATEMENTS 6 MONTH AVERAGE 3-31-60

GREEN BAY PRESS-GAZETTE
Green Bay, Wis.

APPLETON POST-CRESCENT
Appleton, Wis.

REPRESENTED NATIONALLY BY SAWYER-FERGUSON-WALKER CO.

Something Missing

like C[illegible]
[illegible]
Billion [illegible]
Valley [illegible] Bees
THE [illegible]
THE [illegible]

- **Actually total effective buying income of more than 3½ billion**
- **Greater Food sales than each of 25 states.**

California's inland valley is like a state unto itself. To cover this 3½ billion dollar market you need the three Bees, each the strong local favorite in its part of the valley.

Data Source: Sales Management's [illegible] Copyrighted Survey

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . **bulk, frequency** and a combined **bulk-frequency.** Check O'Mara & Ormsbee for details.

PHOTO REVIEW OF THE WEEK

ROYAL EXPOSURE—Tuborg Breweries in Copenhagen [illegible] one of its own trucks at a strategic spot along the New York City parade route of King Frederick IX and Queen Ingrid of Denmark to get this [illegible] shot. Erwin Wasey, Ruthrauff & Ryan is the agency.

BIRTHDAY—David [illegible], [illegible] president, [illegible] Philadelphia, [illegible] small [illegible] office [illegible] his [illegible] the advertising business [illegible]

[illegible]

[illegible] [illegible] Barry Reinhardt [illegible] Pardys

SIGN PARTY—[illegible] 10th annual [illegible] clinic in [illegible] sponsored by [illegible] chairman [illegible] during [illegible] William [illegible] Clay Smith [illegible]

[illegible] Shepard [illegible] Wiseman

[illegible] at the Omaha regional meeting [illegible] Donald D. [illegible] KOWH-TV Omaha [illegible]

[illegible] amid 100 of the [illegible] Associates, Philadelphia [illegible] Starting from the top [illegible] are Dana [illegible] Dotty [illegible] Justine [illegible] and Janet [illegible]

Koelker Dirks Thomas Coppersmith Ebel Eppel Hanenbaum Quarton Fogarty Wyatt

OMAHA NAB—Relaxing at the Omaha regional meeting of the National Assn. of Broadcasters were Anthony J. Koelker, KMA Radio, Shenandoah, Ia.; Dieterich Dirks, KTIV, Sioux Falls; Eugene S. Thomas, KETV, Omaha; Jack Coppersmith, KIRL, Wichita, Kan.; A. James Ebel, KOLN-TV, Lincoln, Neb.; Ray Eppel, KORN, Mitchell, S. D.; E. K. Hartenbower, KDRO-TV, Kansas City, Mo.; William B. Quarton, WMT, Cedar Rapids; Frank Fogarty, WOW and WOW-TV, Omaha; W. B. Wyatt, A. C. Nielsen Co., Chicago.

Again in 1960 everything at Redbook is on the

UP & UP & UP

You feel it in the air, you hear it on the Avenue, you see it in the figures. Redbook is moving up fast. **UP** is circulation—59.5% in the last 5 years, 500,000 in the last sixteen months. Effective January 1961 we're guaranteeing 3,350,000! **UP** is 1960 display advertising—up a whopping 16.5%! **UP**, too, is the amount of advertising already booked for next year—47% more than we had booked at this time last year! It would do your heart good to see the list of top national advertisers coming into Redbook in 1961. It would do your pocketbook good to be among them.

Redbook—The Magazine for Young Adults, 230 Park Avenue, New York, N.Y., MU 6-4600—and Chicago, Boston, Los Angeles. Another exciting publication of The McCall Corporation

OAK FOR FALL—These scenes were taken as Dave Garroway walked through one of the commercials he is delivering on his "Today" show for the Williams Furniture Corp., Sumter, S.C., one of the first case goods makers to use network tv. He even kicks the furniture to show the durability of oak. Participations on the NBC-TV show will run through mid-November. The tv schedule is backed by a dealer promotional package. Hicks & Greist, New York, is the agency.

WE SPEAK YOUR LANGUAGE

... if you want to talk increased sales in the nation's 2nd largest market

When you want to talk sales up in this great market, you need the Long Beach part to do it.

Talk Long Beach retail sales, for example. Per capita retail sales amount to $1,682 in Long Beach-Lakewood. This figure substantially surpasses that of the Metropolitan Area ($1,479) and that of the State of California ($1,447).

The Los Angeles-Long Beach Metropolitan Area cannot be adequately covered by your advertising without the Long Beach Independent, Press-Telegram because it reaches nearly 7 out of 10 families in the Long Beach city zone of over half a million people. No "outside" daily reaches even 1 out of 10.

Talk to Long Beach people through their newspaper, the Independent Press-Telegram and get the COMPLETE audience.

Sources: Sales Management Survey of Buying Power, 1960; Audit Bureau of Circulations.

Independent
Press-Telegram
Morning Evening Sunday
LONG BEACH, CALIFORNIA
THE INTERNATIONAL CITY
Represented nationally by
RIDDER-JOHNS, INC.
MEMBER METRO COMICS GROUP

Devote Most of Ad Funds to Detailing, Drug Companies Told

NEW YORK, Nov. 1—Ethical drug companies are advised to continue to devote the major share of their promotional funds to detailing, with "progressively smaller shares" to direct mail and medical journal advertising, in a new Master's thesis done at New York University's graduate school of business administration.

The thesis was done by Thomas [illegible] Cheney, who works in a marketing capacity for one of the industry's major producers, Chas. Pfizer & Co.

Mr. Cheney's thesis, "Ethical Pharmaceutical Promotion to the Medical Profession," draws on some studies done in the field to throw light on how doctors are influenced to prescribe drugs.

● He concludes that detailing—the personal call by a company representative on a physician—is the most effective vehicle, followed by direct mail and then journal advertising.

Mr. Cheney also notes as significant the finding that doctors are relying more heavily on non-commercial sources for information, and he therefore suggests that drug houses "consider seriously special efforts to deliver their product messages to the medical 'influentials,' the leaders whose judgment is valued highly in the medical community. One possible way of doing this would be to utilize a new medium, television, for post-graduate medical education."

Wexton Adds Three Clients

Wexton Co., New York, has been appointed to handle advertising for Purepac Corp., drug manufacturer; Yale Express Systems Inc. and its affiliates; and Masback Hardware Co. Masback, formerly at Getschal Co., will bill a reported $250,000 in tv and newspapers. Purepac, with a product lineup including Num-Zit, Diet-Cal and Blistone, plans several new product introductions next year, using newspapers, magazines, radio and tv. Leonard Wolf & Associates is the previous agency. Yale Express, a new advertiser, plans a newspaper and magazine program. These and other accounts added since Sept. 1 have increased Wexton Co. billings by $2,000,000, the agency reports. Wexton also has named Jeffrey Fine, formerly with Doherty, Clifford, Steers & Shenfield, chief time buyer.

DCS&S, Hollywood, Moves

Doherty, Clifford, Steers & Shenfield has moved its Hollywood office to 8734 Sunset Boulevard.

Gotham-Vladimir Adds Two

Gotham-Vladimir Advertising, New York, has been named to handle advertising for Kikkoman soy sauce, a Japanese product which will be introduced in the New York area next year by Kikkoman International, Los Angeles. Newspapers, sampling, demonstrations and point of sale will be used. Gotham-Vladimir also has been named to handle Cutex and Peggy Sage nail polishes and lipsticks and Odo-ro-no deodorants in a number of overseas markets by Northam Warren Corp.

Durham Handles WPIX Films

Durham Telefilms, New York, tv film producer and distributor, has been named exclusive domestic distributor of three documentaries owned by WPIX, New York. They are "The Russian Revolution," "The Cold War," and "The Secret Life of Adolph Hitler." Other distributors are handling the films for overseas sales as well as for non-theatrical and school use in the U.S.

Canaveral is the center for space tests because conditions are ideal

PORTLAND MAINE

is the center for product tests because conditions are ideal

PORTLAND MAINE NEWSPAPERS
PRESS HERALD EVENING EXPRESS SUNDAY TELEGRAM
100% coverage of city zone
94% coverage of ABC retail zone
represented by Julius Mathews Special Agency

1 FIRST in the United States among cities under 150,000 pop

6 SIXTH in the United States among ideal testing cities regardless of pop

2 SECOND of all testing cities in New England regardless of size

source: Sales Management

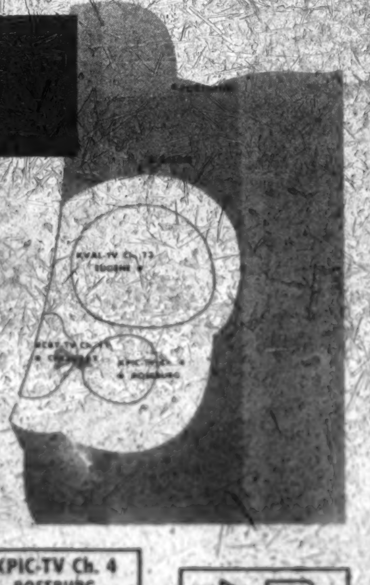
LOOK WHAT'S HAPPENED TO TELEVISION IN OREGON!

A NEW THREE STATION NETWORK CALLED "OREGON TRIANGLE TELEVISION" THAT DOMINATES THE ONLY MAJOR MARKET BETWEEN PORTLAND, OREGON AND SAN FRANCISCO, CALIFORNIA

That brings the only clear picture to over 100,000* TV homes with an estimated buying income of $685,062,000.*

Easy to buy! One order, one billing to your Hollingbery man or Art Moore & Associates (Portland-Seattle)

*A very conservative estimate if you have looked at other ratings and surveys.



Oregon Triangle Television

KPIC-TV Ch. 4 ROSEBURG Affiliate

KVAL-TV Ch. 13 EUGENE

KCBY-TV Ch. 11 COOS BAY Affiliate

NBC

32 BILLION 400 MILLION PENNIES SAY IT!

Retail sales in Detroit and Michigan are at an all time high! Sales taxes may not be popular but these figures are indisputable evidence of consummated sales.

Michigan's 3% sales tax helped enrich state coffers in 1959 with three hundred twenty-four million dollars . . . in pennies!

Detroit's merchants accounted for 25% of this amount of state revenue, while the great network of glittering suburban shopping centers like J. L. Hudson Company's inspired Northland and Eastland—and such centers as Wonderland, Southgate, Eastgate, Telegate, Shelden Center, Northwood, Westborn and others in the Metropolitan Detroit area accounted for an equally huge slice—another 25% of last year's total sales tax receipts.

This year's forecasts indicate even greater sales, more millions for the state treasury.

All in all a most encouraging picture of business climate in Detroit and Michigan. The Free Press, too, has benefited. Circulation is at an all time high and growing by leaps and bounds. The Free Press has the highest daily circulation of any Detroit or Michigan newspaper.

For more interesting facts about Free Press growth and opportunities for advertisers contact Story, Brooks and Finley.

The Detroit Free Press invites inquiries about the vigorous business climate of our great industrial state.

THE NO. 1 NEWSPAPER IN MICHIGAN

The Detroit Free Press

Michigan's Only Morning Newspaper

National Representatives: Story, Brooks & Finley

1 newspaper at 1 low cost
provides basic coverage of
METROPOLITAN MICHIGAN
[illegible] the Detroit Retail
Trading Area . . . PLUS
Michigan's [illegible] Metropolitan
Statistical Areas

For Mid-America Advertisers . . .

BUY **This Day**

The COLORful family magazine
of The Lutheran Church
Missouri Synod

GREATER ACCEPTANCE

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

CONCENTRATED MID-WEST MARKET

Total paid circulation more than 105,000. More than 82,000 subscribers in these eight states:

Illinois
Indiana
Iowa
Michigan
Minnesota
Missouri
Ohio
Wisconsin

LOW COST

Full page only $360 (12 ti. rate)

COLOR IMPACT

Print in four colors . . . full range! Beautiful full-color illustrated editorial content. Published monthly.

This Day
Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri

NEW TV BATTERY—[illegible] Hal Smith, left, and [illegible]

Miles Uses Pirate Duo on TV Spots for One-A-Day Brand

[illegible]

WRC-TV Names [illegible]

[illegible]

[illegible]

HOW TO HANG CUSTOMERS
(OVER THE COUNTER)

[illegible]

mass mail
specialists

LEMARGE

Lemarge Mailing Service Company, 417 So. Jefferson St., Chicago 7, Illinois

Retail Sales
$253,603,000

the facts prove that
MUNCIE'S
a Money-Making Market

FIVE COUNTY TOTAL

Population	240,100*
Families	75,020*
Total Income	$404,664,000*
THE MUNCIE STAR	39,017**
MUNCIE EVENING PRESS	20,248**
THE SUNDAY STAR	31,449**

*SRDS, October 15, 1959
**ABC Report, March 31, 1959

The MUNCIE STAR ★ MUNCIE EVENING PRESS
MUNCIE, INDIANA
National Representatives: Kelly-Smith Company

Pitney-Bowes 'Plans Backward' to Get Ad Results

KANSAS CITY, Nov. 1.—"Our advertising pays its way by a large margin, and little of it, if any, is really wasted."

Harry M. Nordberg, president of Pitney-Bowes, Stamford, Conn., told the Kansas City Advertising & Sales Executives Club last month that the reason for this certainty is the "somewhat backward" degree to which the company plans, controls and measures its advertising [illegible]

According to Mr. Nordberg, seven elements [illegible] advertising program:

1. Planning [illegible]

2. [illegible]

[illegible]

[illegible] Pitney-Bowes [illegible] national [illegible] advertising [illegible] magazines [illegible]

The company has [illegible] advertising in national magazines for 30 years [illegible] advertising steadily every year. [illegible] advertising is handled by L. E. McGivena & Co., New York, the company's agency for 20 years. Dickie-Raymond, Boston and New York, has been the direct mail agency for 20 years, Mr. Nordberg said.

Olsen Forms Visual Identity

Hal Olsen, formerly an ad representative with McCall's Pattern Fashions and Piece Goods Merchandiser, New York, has set up his own company, Visual Identity Corp., at 60 E. 42nd St., New York. His company specializes "in the visual aspect of the total corporate image."

New Format Set in January for 'Building Construction'

Building Construction Illustrated, published by Industrial Publications Inc., Chicago—a subsidiary of Cahners Publishing Co., Boston—will change its name to Building Construction, effective with the January, 1961, issue. A new format is also planned, including a special tool and equipment section insert going only to general contractor and sub-contractor segments of the circulation list.

Harry Dreiser, managing editor of Practical Builder, has been named executive editor of Building Construction, a new position. New rates are also effective with the January issue. One-time b&w page goes from $810 to $840. Circulation is more than 40,000.

Maclean Buys Magazine

Maclean-Hunter Publishing Co., Toronto, publisher of Civic Administration, aimed at officials in English-speaking Canada, has added Cités et Villes, formerly published by Publications Laurion, Montreal, to its list of publications. The latter will continue going to officials in French-speaking Canada. Advertisers buying space in combination will pay $605 a b&w page. Combined circulation will be nearly 20,000 a month.

McCord to Gray & Kilgore

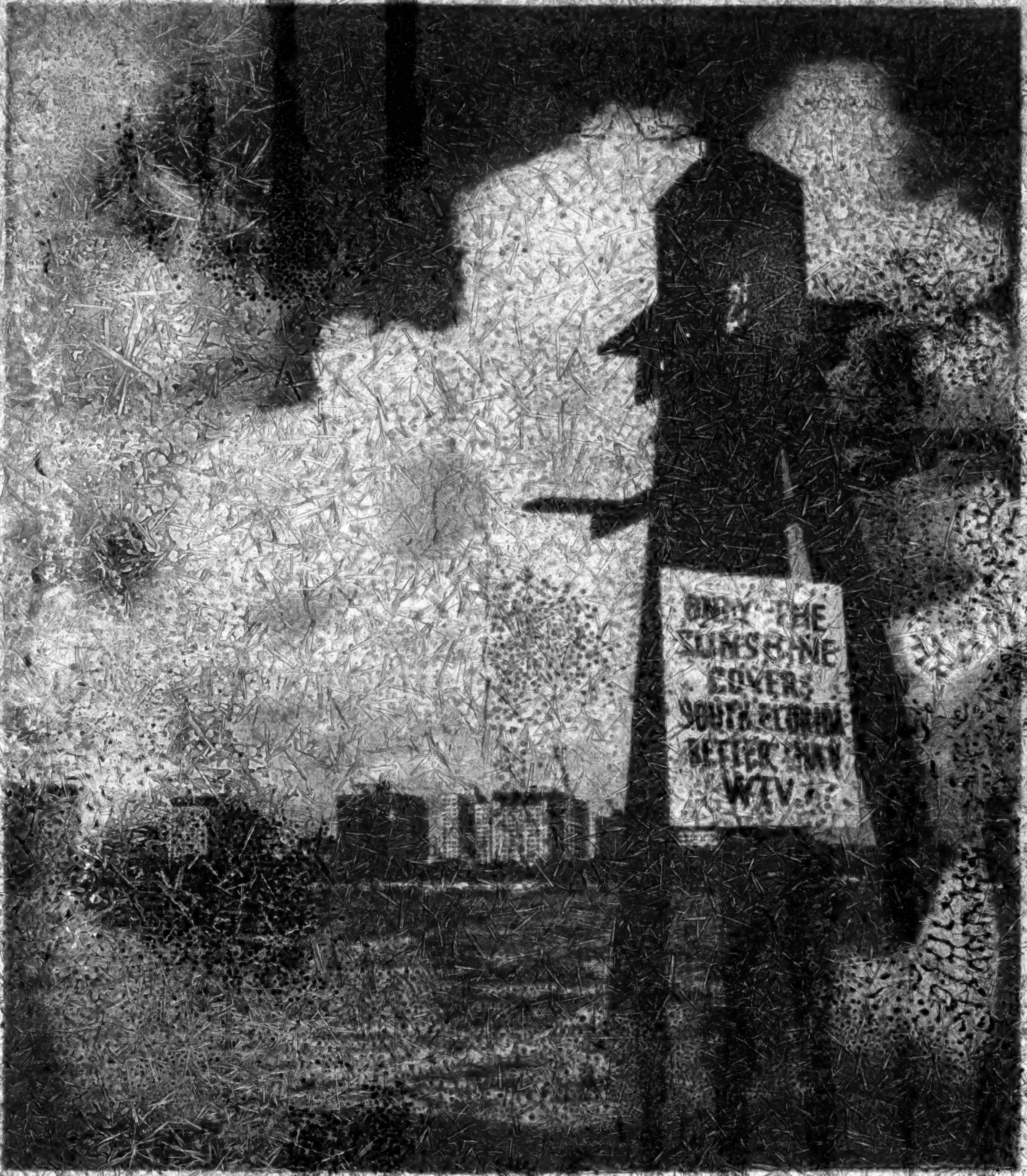
McCord Corp., Detroit, manufacturer of automotive original equipment and replacement parts, air conditioning and refrigeration components and industrial unit heaters, has appointed Gray & Kilgore, Detroit, to handle its advertising. McCord previously placed advertising direct.

Appliance Service is big Business

For facts about this fast growing industry ask for your copy of Market File "A"

Service News

505 N. LaSalle St., Chicago 10, Ill.



In South Florida, [illegible] fastest growing area [illegible]
WTVJ—among all media—delivers the largest [illegible]
WTVJ will give your [illegible] complete coverage of [illegible]
[illegible] growth area. Obtain the facts of WTVJ's [illegible]
coverage of South Florida from your PGW Colonel.

SOUTH FLORIDA
POPULATION GROWTH
1950-1960
(new U.S. Census Figures)
THREE PRIMARY COUNTIES
UP [illegible]
(Dade, Broward, Palm Beach)
12-COUNTY SOUTH FLA.
MARKET — UP 108.3%
Total Population 1,699,149

WTVJ CBS SOUTH FLORIDA

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

PLENTY TO CROW ABOUT!

Your product/service advertised where it's surest to sell the

6-BILLION $$

POULTRY, TURKEY and EGG

MARKET—

Bob Fiser
Editor & Publisher

POULTRY & EGGS

Poultry & Eggs Weekly reaches the key people in this fast-growing industry—the men who buy Poultry/Egg Processing Equipment • Refrigeration • Films • Trays • Cartons • Containers • Coops • Health Products • Tags • Feeds • Breeding Stock • [illegible] Equipment • Trucks and Transportation Equipment & Supplies.

Only Poultry & Eggs Weekly has the [illegible] to keep the profit-minded poultry/turkey/egg operator really informed on markets, processing and [illegible]

Write for rates and coverage—

POULTRY & EGGS WEEKLY

[illegible]

Drug Stores Must Advertise More Or Die, Lipscomb Says

DENVER, Nov. 1—A prescription for better business was offered the National Assn. of Retail Druggists here last month by Charles T. Lipscomb, president of the Bureau of Advertising, American Newspaper Publishers Assn.

Speaking before the druggists' annual convention, Mr. Lipscomb offered a batch of statistics which he said indicate that druggists who don't keep up with changing economic patterns—such as the growth of the shopping center—and who don't increase their "outside selling" efforts by stepped up ad and merchandising programs might be committing commercial suicide.

"Some experts believe," he said, "that stores not pursuing an aggressive program of outside selling [illegible] customers are [illegible] a critical point. [illegible]

[illegible] the druggist [illegible] publish and [illegible] of consumer [illegible] merchandis[illegible]

[illegible] Promotion Ideas Book

[illegible] Milwaukee [illegible] Christmas promo[illegible] Holiday Ideas [illegible] 32 [illegible] contains Christmas do[illegible] projects for the entire [illegible] book ends with [illegible] Other products [illegible] electric meat grinder [illegible]

[illegible] Each ad [illegible] coupon which the [illegible] dealer [illegible] copy of the book. Dealers [illegible] copies of the book [illegible] order for [illegible] dealers are also eligible for [illegible] Holiday Ideas [illegible] Co., Appleton, Wis., is the agency.

Associated Boosts Two

Dwight B. Mitchell, formerly copy chief of Ayer, Ring & Shaw, Chicago, has been named vp and radio-tv director of Associated Advertising Agency, Cincinnati. John A. Bairnsfather was named vp in charge of merchandising and research.

C-P Tests Pink Palmolive, Offers Unscented Florient

Colgate-Palmolive Co., New York, is marketing an unscented version of its Florient aerosol room deodorant. It is being introduced nationally with a 10¢-off offer. Advertising includes a special television commercial, posters and other point of sale displays. Street & Finney is the agency.

The company is testing a pink Palmolive soap bar in Orlando and Evansville, Ind. R.o.p. and b&w newspaper ads are being used. Ted Bates & Co. is the agency.

MPA Adds Five

The Magazine Publishers Assn. has added five publishers to its roster, bringing its membership total to 97 publishers representing 279 publications. New members are American Heritage Publishing Co., New York; Clark Publishing Co., Evanston, Ill.; [illegible] Brunswick [illegible] Review, Inc., New York.

LAND OF GIANTS!

[illegible]

LAND OF SALES GIANTS
Source:
1960 Survey of Buying Power

RIVERSIDE
PRESS-ENTERPRISE
Represented Nationally by
[illegible] Marketing Associates

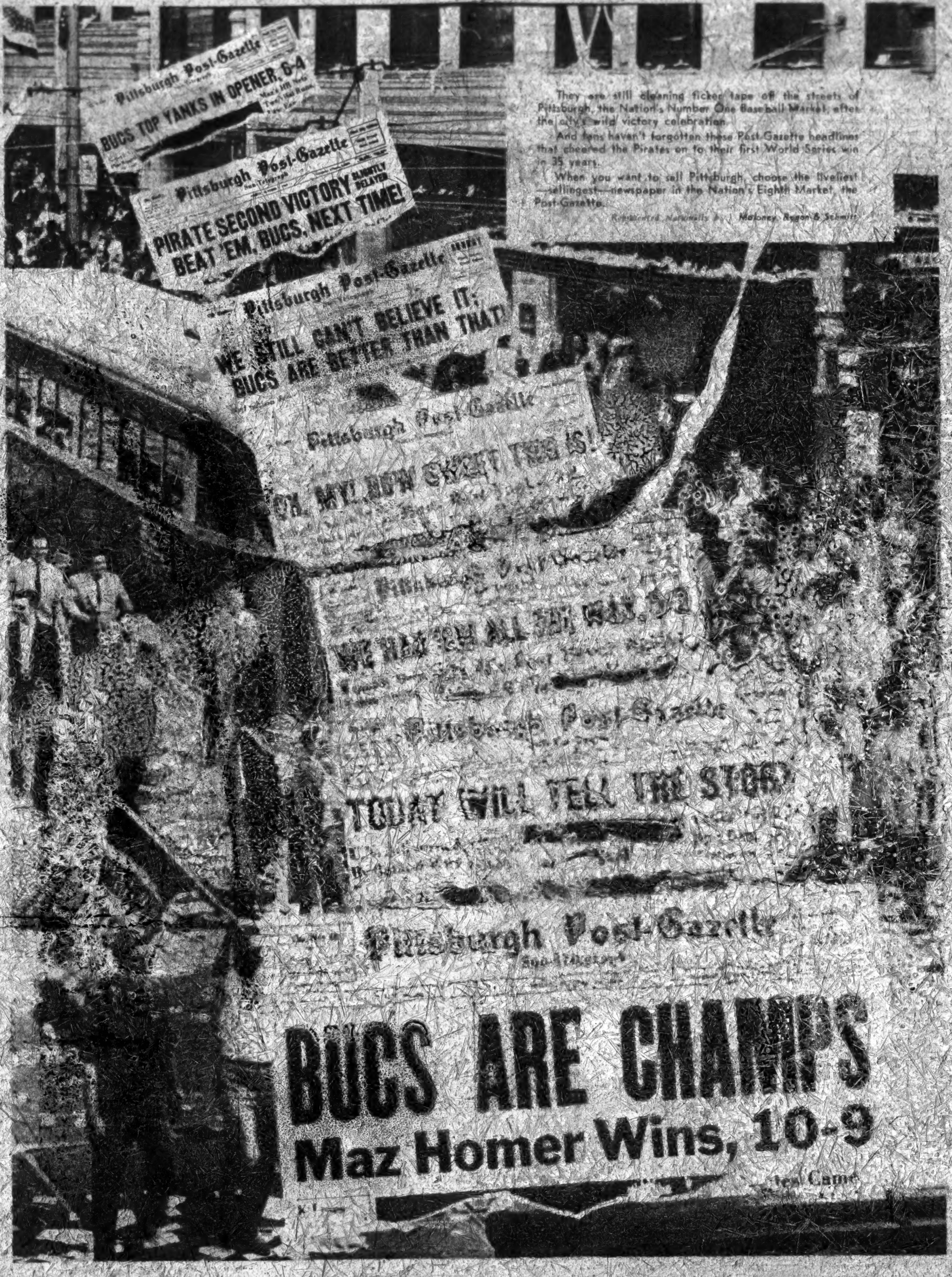
SAN BERNARDINO
SUN-TELEGRAM
Represented Nationally by
Cresmer and Woodward Inc.

[illegible]

[illegible]

RN

NATIONAL MAGAZINE FOR NURSES
Oradell, New Jersey



They are still cleaning ticker tape off the streets of Pittsburgh, the Nation's Number One Baseball Market, after the city's wild victory celebration.

And fans haven't forgotten these Post-Gazette headlines that cheered the Pirates on to their first World Series win in 35 years.

When you want to sell Pittsburgh, choose the liveliest—sellingest—newspaper in the Nation's Eighth Market, the Post-Gazette.

Represented Nationally by Moloney, Regan & Schmitt

Pittsburgh Post-Gazette

BUCS TOP YANKS IN OPENER, 6-4

Pittsburgh Post-Gazette

PIRATE SECOND VICTORY SLIGHTLY DELAYED

BEAT 'EM, BUCS, NEXT TIME!

Pittsburgh Post-Gazette

WE STILL CAN'T BELIEVE IT; BUCS ARE BETTER THAN THAT!

Pittsburgh Post-Gazette

OH, MY, HOW SWEET THIS IS!

Pittsburgh Post-Gazette

WE HAD 'EM ALL THE WAY, 5-2

Pittsburgh Post-Gazette

TODAY WILL TELL THE STORY

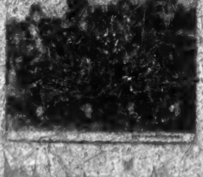
Pittsburgh Post-Gazette

BUCS ARE CHAMPS

Maz Homer Wins, 10-9

protein-rich
media mix
PARADE
Take

America's largest magazine (a Sunday magazine) reaches at least half of the families in counties doing 18% of total U.S. retail sales. But add Parade and the 18% jumps to 43%.



The Sunday Magazine Section of [illegible] newspapers throughout the nation, reaching [illegible] million homes every week.

Advertising Age

Feature Section

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are [illegible]

- Adman's Wife Berates Agencies
- Groesbeck Advises Man-Wife Agency
- Bio-Flavonoids? Whazzat? Asks Woolf
- Fundamental Research Helps Marketing

THE NATIONAL NEWSPAPER OF MARKETING

Put That Monkey on the Right Back! . . .

Advertising Excesses Are Business Men's Fault, Not Agencies' or Media's, Says This Adman

By F. N. McGehee
Media Management Counsel

Mr. McGehee's business as a publication counsel may warp his judgment, but as a veteran observer of the advertising scene, his [illegible] who should take the principal blame for [illegible] advertising [illegible] While [illegible] with [illegible]

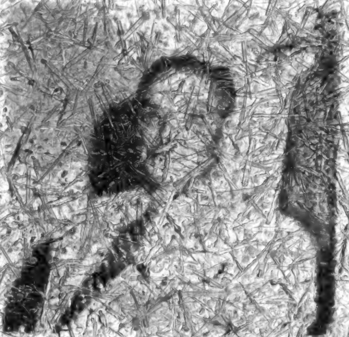
I must say that I am [illegible] tired of [illegible] ing trade press [illegible] [illegible]

[illegible] jointly should [illegible] prostitute advertising [illegible] junk in our media," [illegible] jam [illegible]

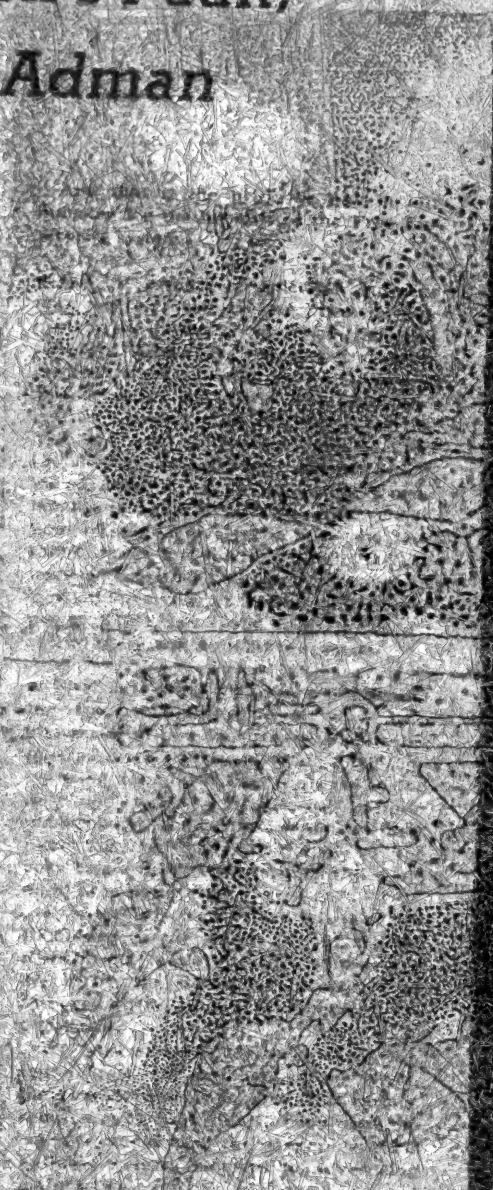
• 3. [illegible] an advertising agency [illegible] solely [illegible] the welfare of [illegible] employes and [illegible], and a multi-million dollar client came to you with the demand that you create a certain kind of advertising (or print) or he would take his account elsewhere.

• 4. Suppose you were the president of an advertising agency, and you learned that a multi-million dollar client of a competitive advertising agency was distressed because his agency would not produce the kind of advertising he wanted.

• 5. Suppose you owned an advertising medium in the throes of a battle for survival and an advertiser said to you, "Run this copy, or I will take it across the street."



• Francis N. McGehee [illegible] in [illegible] marketing [illegible] technical experience with Scripps-Howard Newspapers, and as [illegible] management [illegible] Advertising, Inc. He was one of the founders of the National Newspaper Promotion Ass'n. In 1943 he established his own business as a consultant in advertising and circulation development; his clients having included New York Times, Douglas Leigh, Fairchild Publications, McCall Corp. and other important carriers of national advertising.



Parable of the Doughnut Re-Explains Advertising's Aid to the Economy

By Merald Lue
Vice-President, Reinhold Publishing Corp., New York

Advertising does not help doughnuts taste any better, but it does help sell them. And it helps sell diesel engines, too.

This may sound elementary, and it is. Even so, no matter how basic the proof, it is as essential to explain how advertising works as it is to re-explain the benefits of mass production. At least, until the advertising profession gets off the defensive, which is a very unnecessary attitude.

Advertising is an invaluable sales tool and a powerful economic force, but what's wrong with unbending and explaining basics in this business? To those who do not understand the value of advertising, a recitation of fundamentals is none too elementary. Many men in high places today (and what is higher than sitting on top of a budget?) have not had the advantages of including basic advertising courses with their engineering, accounting, banking, legal, *et al* backgrounds.

■ Father to these thoughts was an impression engendered by the recent advertisement titled, "What Would Happen If All Advertising Stopped?"

One can be in full agreement with, but not necessarily understand, that recent message prepared by the Bureau of Advertising of the American Newspaper Publishers Assn. [illegible]

[illegible]

from blocks away see it and come in. People driving by stop for hot doughnuts. They like the lesser hole and the taste of the greater doughnut.

We're getting there but without profit. We're under break-even. Losses are still with us. We need to sell more doughnuts. I go out and sell the stores and restaurants. We advertise in the newspapers and on the local radio. People tell other people. We hit the break-even point and one day we sell so many doughnuts there are no free ones for the help and me. We make more money than we spend for one full week.

We get Red Skelton to do his famous doughnut dunking bit on [illegible] [illegible]

[illegible]

[illegible] Asunder

[illegible] Business [illegible] Foul Play

[illegible]

When the business [illegible] the agency [illegible] growing package goods company in the West where he had been advertising manager for a number of years, he went about it in the [illegible] manner. He sent [illegible] and talked to personnel men, management consultants, vps and presidents of agencies.

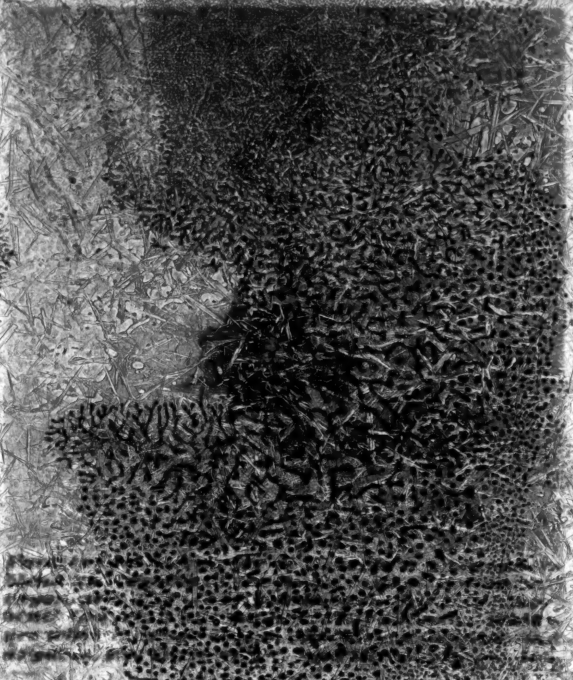
This is not like finding a job in any other field. He had to have stationery and resumes printed, make long distance tele-

[illegible] agency and it takes time to learn all the dark and devious methods of doing business the agency way. Unfortunately, we learned soon enough.

■ Then, lo and behold, a call came through from a large agency. It was quite a desperate call. Could he fly there that night, stay at a hotel at the agency's expense and be in the office at nine sharp the next morning. They had just signed a

The Creative Man's Corner . . .

Why ANY Copy?



[illegible]

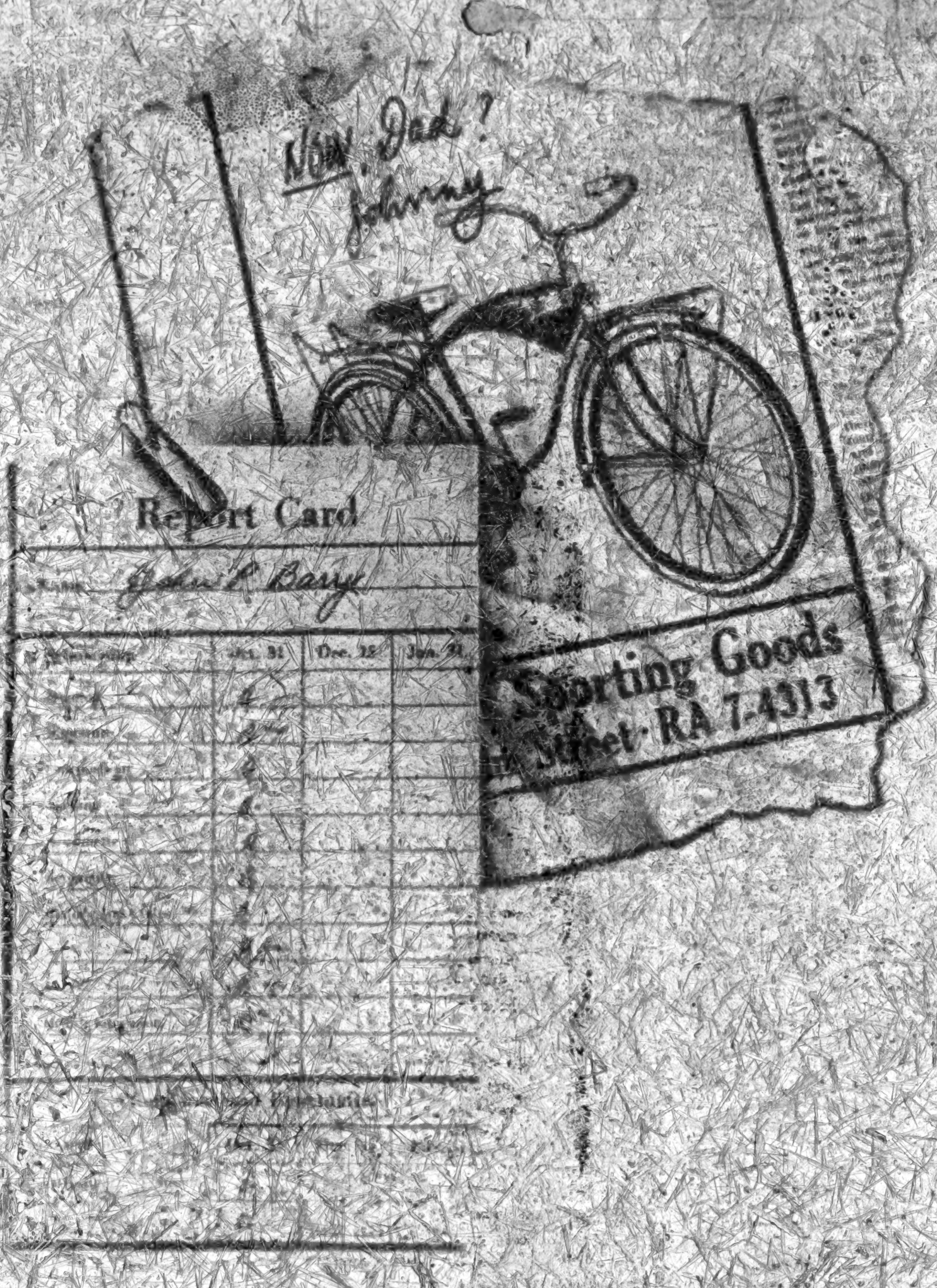
lost the account.

You have never seen so many men earning from $15,000 to $25,000 and $30,000 a year so utterly terrified in all your life. Not only account executives, but creative people, copywriters and all the way down to secretaries.

Two weeks later, as everyone waited and hoped for a new account, my hus-

[illegible]

■ Meanwhile, [illegible] and the slaughter began. Men who had been there nine and ten years were thrown out with hardly a word—men with homes and children and huge expenses. Men who had enjoyed the game of beautiful clothes, expensive restaurants and showy fronts, and who had been taught to acquire a taste for the finest were now out. It looked like a Broadway



A strong simple selling idea . . . dramatically presented

Johnny gets an "A" in [illegible], but he [illegible] it strong. He made it simple. Then he added the dramatic touch that clinches the sale. Like Johnny, we place our standards higher than we think we can reach. And then start reaching. Here are the people who pop our suspender buttons for

General Foods Corporation
[illegible]
[illegible]
[illegible]
[illegible]
Avco Corporation
The Norwich Pharmacal Company
Carling Brewing Company

[illegible], Inc.
[illegible] Of New York
[illegible] Company
Railway Express Agency, Inc.
International Business Machines Corp.
S. C. Johnson & Son, Inc.
Florida Citrus Commission
Western Union Telegraph Company, Inc.

[illegible], Inc.
[illegible] Incorporated
Allied Chemical Corporation
Savings Banks Association of the State of New York
[illegible], The
Chemical Bank New York Trust Company

(Clients listed in order of length of service)

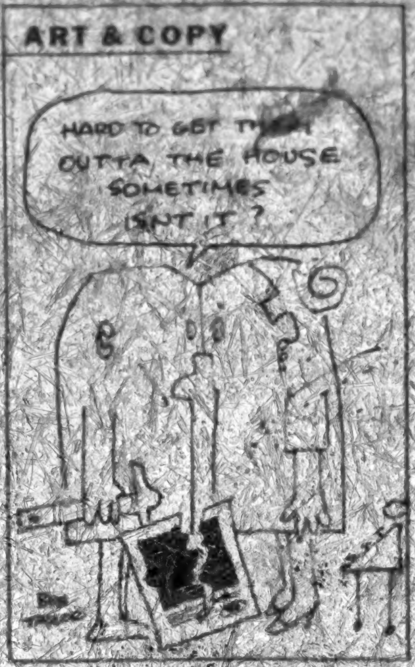
B&B

show which has closed after two weeks—brave, smiling men, self assured and relaxed, calling everyone they had ever known since grammar school days who might put them in touch with someone [illegible].

But in the [illegible] when [illegible] strikes [illegible] you belong to the untouchables. The other fellows think, "That's too bad," and they're actually glad it wasn't them, and they're sweating a little because next month it might be.

• We had seen the same thing [illegible]

[illegible]


ART & COPY
HARD TO GET THEM OUTTA THE HOUSE SOMETIMES ISN'T IT?

[illegible]

Agencies Ask Us

Thin Ice—Watch Your Step!

By Kenneth Groesbeck

[illegible]

Kenneth Groesbeck

[illegible] use an excellent outside art service. We do need a top copy man and an experienced production man. Paying them would make our operation a money-losing one, considering the salaries my wife and I have been drawing (total $25,000).

"The logical situation seems to be to find a man who could bring enough business with him to pay additional salaries. I contacted a chap who is looking for a change and who appears to be compatible, energetic and ambitious. The question is, how to compensate him, and how much of a share of corporate ownership to give him, [illegible] profit sharing."

• [illegible] of those who are on the [illegible] side of the advertising business looking at this too often with jaundiced eyes, this man-and-wife combination with a minimum of clerical help utilizing outside art services, flourishes literally by thousands all over the country. You have only to attend any meeting of an agency network as I have so often done with pleasure and profit to recognize the characteristic pattern. Such agency setups may well be the heart of our business. They turn out excellent work, labor at all hours for the benefit of their appreciative clients who know a good thing when they catch it, and make a good living, as they should.

The typical nature of the operation which is here planning to expand in a manner equally characteristic makes the inquiry especially interesting and important. Here is the point at which so many small agency operations go wrong. Here is where they may change from a sound financial operation to one which runs into the red. That is why, on receipt of the request for advice, I air-mailed my correspondent the statement that his plan was interesting, but that he make no profit by holding up definite financial and corporate commitments until he received this analysis, copy of which I shall send him as soon as it comes off this hard-working typewriter.

• Our inquirer plans to bring in a man who controls [illegible],000 billing and presumably contacts and handles it, in order to produce enough additional income to hire "a top copy man and an experienced production man." This will not work. [illegible]

[illegible] feasible, provided he is trustworthy and will not run off with the business he takes over. The deal, however, cannot provide more people. The profit margin is simply not there.

• Our inquirer states that the individual in question is now getting $12,000 from "a million dollar agency" with which he is presently associated, but which he plans to leave. Perhaps an agency as large as this can afford to pay so liberally for business delivered and handled directly [illegible] but unless our inquirer is getting much more service from his new associate than he indicates in his letter, the deal will almost certainly not prove profitable. In fact, it looks to me like a losing proposition.

So before our friend worries about incorporating and [illegible] details, he must first [illegible] this would only be desirable after the present owner has [illegible] for a year at least. [illegible]

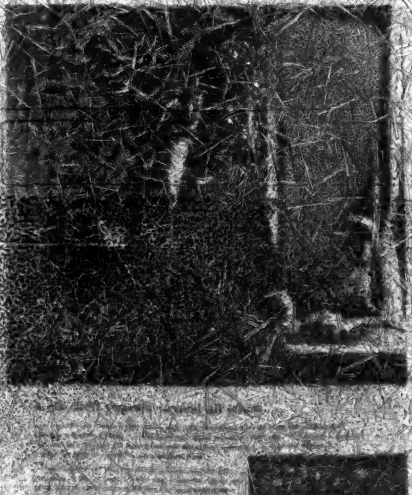
The Peeled Eye Department . . .

What Kind of Hick Town Is That Chicago, Man?

By Dick Neff

Don't your kids ever have chocolates for breakfast at Tiffany's, Daddy-O?

You sometimes wonder if the art director and the copywriter are speaking these days, when you [illegible]



[illegible]

You mean to tell me the kids in Chicago [illegible] How square can you get?

A pig woman's best friend

Another example of the art and copy [illegible] off in opposite directions is the De Beers ad shown here.

Please note the little tusked female [illegible] the table. "A gift she'll treasure beyond all others," says De Beers, all but carried away by the steely glitter in those rocks.

Well, we're not so sure about that. If this guy's taste in flesh-type women is anything like his taste in stone-type women, we'll bet a sack of hot betel nuts she'd prefer a nice shiny nose-ring.

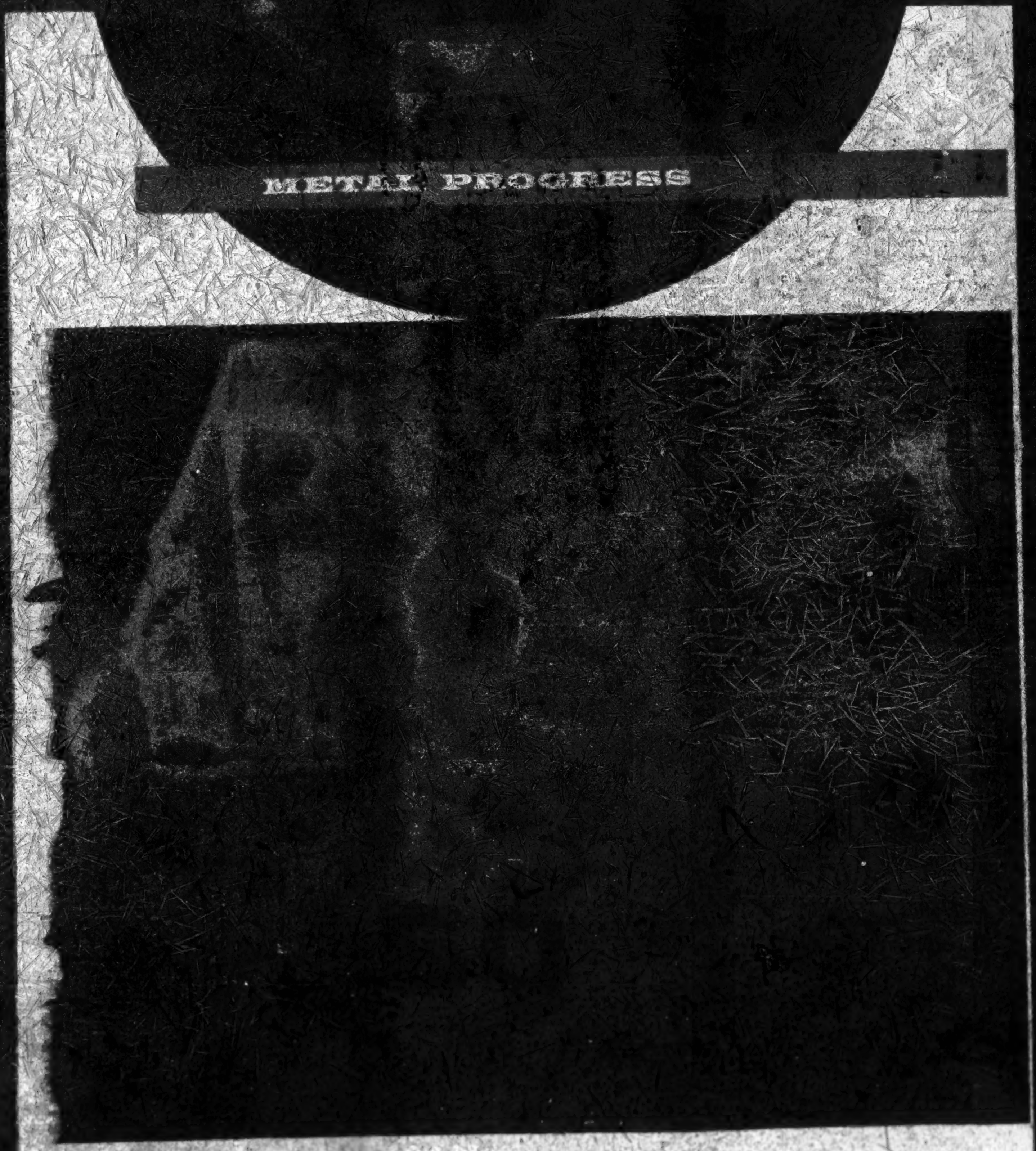
Wall Signs Dept.

You've doubtless seen the sign on those paper towel containers, "Why use two when one will do?"

We saw a more realistic slogan recently in one of those gas stations that pride themselves on their cleanliness. It was a real neat little homemade sign reading: "Why use one when there ain't none?"

Weasel Department

Some weeks ago we read a phrase in the *New York Herald Tribune* that's been



CRITICAL EXPOSURE to metals engineering information is vital to 32,000 technical management readers of Metal Progress each month. From radiation effects in package atomic reactors (above) to metals, materials, parts, processes and equipment in all fields of metalworking, Metal Progress *meets their needs* with unmatched editorial. Unique in its field, Metal Progress is the magazine to use to sell *an engineered product* to the metal industry.

METAL PROGRESS
THE AMERICAN SOCIETY FOR METALS
METALS PARK • NOVELTY, OHIO

haunting us ever since.

One of the Trib's writers referred to "a retired history professor whose name is a household word in some households."

This struck us as one of the most beautiful weasels we ever encountered outside a chicken coop. And to think it was invented not by an advertising genius but by a newspaperman! We can see it now as a slogan for a product nobody ever heard of:

"In many households it's a household word!"

Here is phrase-making that stands on the same lofty rung as our very favorite slogan: "The favorite with those who like it best."

Overheard on the casting couch:

"A proposition is something you should never end a sentence with."

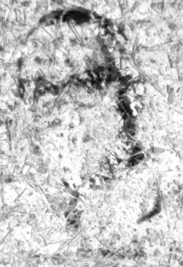
Are you a Zudirk addict?

Easiest advice in the world to follow is this ominous warning from Orville K. Snav & Associates: "Don't play Zudirk with strangers!" ■

Salesense in Advertising . . .

Things Are Not Benefits

By James D. Woolf



[illegible]

Employe Communications on Target

[illegible]

• No one should conclude that the [illegible] new paper [illegible] Everdale employes, but it might be helpful to take a [illegible] of the paper [illegible] in the first place, it was not a typical issue [illegible] not [illegible] in the paper [illegible] list—it was aimed strictly at an internal audience, and a quick glance at the contents indicates why.

The issue took the wraps off the entire strike issue in hard-hitting, factual articles. Yet nowhere was there an undertone of anger, nobody called anybody names. The works paper told employe readers, first, the rights of a worker in a strike situation. The highlights of the company proposal were given on Page 1—income protection in case of layoff, two general pay increases, increased security

[illegible]

While the screaming goes on, there are at this writing at least fairly clear signals that the rank-and-file of GE union membership, locked in a strike with the electrical workers, have had their fill of it. Maybe, like the boys at Everdale who declined with thanks, they didn't want a strike in the first place. It isn't beyond the realm of reason that they thought the company's offer was perfectly fair and should be accepted. ■

Fundamental Research for Industry

By E. B. Weiss

[illegible]

E. B. Weiss

[illegible] casual study.

I should report that this concept of pure scientific research financed by an entire industry is not at all new. The Institute of Paper Chemistry does fundamental research for the paper industry. I believe the automobile industry finances some studies in pure science; perhaps the petroleum industry, too. There must be others—I have no quick method of checking.

I recall that, in a talk I delivered a few

[illegible]

• My reasoning sums up this way:

1. Theoretical research, or studies in pure science, tend to follow parallel avenues of speculative thought. In other words, there is a time and tide with respect to abstract scientific contemplation and, as a consequence, those scientists employed by competitive corporations for pure research are commonly pursuing related studies.
2. The pure researcher in science does not usually feel bound to preserve his discoveries from the eyes of other researchers employed by competition. On the contrary, the papers presented by these scientific workers before the great scientific bodies usually divulge their findings with little, if any, tendency to hide anything.
3. The cost of research is becoming a serious factor in the ultimate pricing of merchandise. This is the point made time and again by the pharmaceutical industry, and I assume it has considerable validity. The cost of pure research can be especially high, and this cost must be reflected ultimately in pricing a line. Thus, if by cooperative endeavor, research costs can be reduced, this becomes a true public service.
4. By combining budgets and scientific groups, pure research can reach its goals faster and thus more economically, and again a public service is performed since the public benefits that much sooner from the scientific advance.
5. The number of truly capable pure researchers is limited. [illegible]

[illegible]

the grand scale. I would like to suggest that an Institute for Science in Marketing is needed, not only on a scale covering all industry, but also within specific industries. And I should imagine that, properly programmed, such organizations could be as free of anti-trust problems as would be the all-embracive organization suggested by Thomas B. McCabe Sr., president of Scott Paper.

It would appear to me that marketing in such great industries as gas and oil, in food, in textiles—to mention just a few—could be improved in ways that would involve public benefits through industry-wide market study projects. I think, for example, that a study of [illegible] by the food industry could lead to [illegible] that would represent a public service.

[illegible]

Daily Pantagraph

Bloomington-Normal, Illinois -- The Golden Market Area

MAIN STREET 79½ MILES WIDE

- 178,000 prosperous people
- Incomes 20% above national average
- Balanced industry, agriculture, education
- 233 million dollars a year retail market

GOLD for the taking from Illinois' richest counties. [illegible] market smack in the middle of the golden central Illinois corn belt. Unique seven county area is literally a cross section of America. The perfect test area set-up. Blanketed by a single advertising medium . . . THE PANTAGRAPH . . . a "hometown" newspaper that merits the attention of more than [illegible] families in the 79½ mile wide "main street" of the Bloomington-Normal area.

R.O.P. Spot Color—plus Full Color (black and 1, 2 or 3 colors available Daily and Sunday).

BLOOMINGTON-NORMAL, ILLINOIS PANTAGRAPH

Represented by Ward-Griffith Co., Inc.

Network TV Gross Time Billings

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

	August			January-August		
	1959	1960	% Change	1959	1960	% Change
ABC	$ 8,205,520	$11,366,100	+38.5	$ 78,019,506	$100,846,330	+29.3
CBS	21,137,261	21,448,482	+ 1.5	174,154,590	183,229,196	+ 5.2
NBC	17,298,529	18,067,503	+ 4.4	150,662,789	158,865,358	+ 5.4
Total	$46,641,308	$50,882,085	+ 9.1	$402,836,885	$442,940,884	+10.0

MONTH BY MONTH—1960

	ABC	CBS	NBC	TOTAL
January	$13,260,010	$23,477,358	$20,980,897	$57,718,265
February	12,677,110	22,977,171	19,923,712	55,577,993
March	13,487,460	24,043,799	21,072,164	58,603,423
April	12,703,240	22,580,032	20,642,038	55,925,310
[illegible]	12,876,050	23,209,917	19,414,264	55,500,231
[illegible]	11,948,700	[illegible]	18,959,023	52,937,463
[illegible]	12,979,840	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	21,448,482	18,067,503	50,882,085

Spend your time more profitably in North Carolina where WSJS television gives you grade A coverage of more people than any other station

WSJS television

Winston-Salem / Greensboro

NBC CHANNEL 12

Represented by Peters, Griffin, Woodward, Inc.

WOC-TV channel 6

[illegible] the National Advertiser WOC-TV offers the greatest amount of local programming — over 33 hours each week — and the finest talent in the area put these programs across.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today

Peters, Griffin, Woodward, Inc. Exclusive National Representatives

FOCUS JUST WHERE YOU WANT IT

the sales power of THE FAMILY IDEA MAGAZINE

Better Homes *and Gardens*

[illegible]

[illegible] With the addition of Central and Eastern regional editions, Better Homes and Gardens gives you an opportunity to select standard areas in any part of the country any time you want them ... for talking regional interests and needs. And you do this, of course, with the very important plusses of national magazine atmosphere, reproduction and service editorial environ- [illegible] will be the [illegible] to advertising and editorial material, [illegible]

Now readers of BH&G are looking for ideas [illegible] they have [illegible] and economy [illegible]

For details on how best to make BH&G work for you, call your BH&G office, or write Better Homes and Gardens, Des Moines 3, [illegible]

MEREDITH OF **DES MOINES** ... *America's biggest publisher of ideas for today's living and tomorrow's plans*

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Same Service, Higher Price Means Inflation, He Says

To the Editor: Your editorial entitled "We Are Criminally Under-Priced" (AA, Oct. 24) has all the nightmarish qualities of "Alice in Wonderland." You could accomplish two things at one fell swoop following your suggestions:

1. A tremendous inflation.

2. Destroying thousands of small businesses at the expense of the large ones.

[illegible] perhaps even un-American to be small business. I am sorry to see anyone agree with Postmaster General Summerfield, even with tongue in cheek.

Max Adler.

President, Spencer Gifts Inc., Atlantic City.

Bassett Is Not Partner of Forloe & Co.

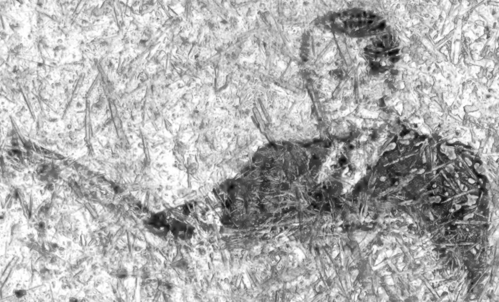
To the Editor: It has come to our attention that the firm of Bassett [illegible] designation creates a misleading and non-existent legal relationship which may possibly involve our company in serious legal matters. We will appreciate your kindly correcting or deleting this description, now or in the future.

If you have already published such a statement, we request that you kindly issue a correction. Thanks for giving this your kind attention.

Joseph Bloom.

President, Forloe & Co., New York.

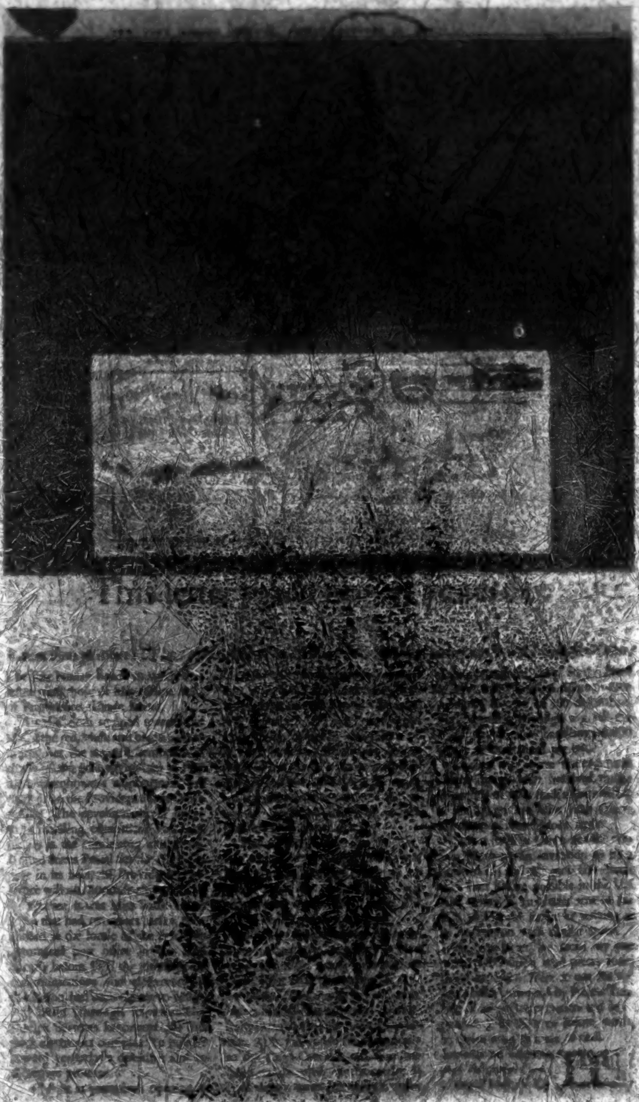
[illegible]



[illegible]

Certified Dry Mat Corporation

Certified
BLUE RIBBON MATS



U.S. P.O. As Con[illegible]

[illegible]

'DYNAMIC' Is the Word for It!

To match the surging population [illegible] great counties of Atlantic, Cape May and Cumberland [illegible] three-phase market (Industry, Agriculture, [illegible]) the Press with a phenomenal [illegible] gain in circulation [illegible] is the one real power medium.

DYNAMIZE YOUR MESSAGE—USE THE PRESS!

ROLLAND L. ADAMS
President

Story, Brooks & Finley, Inc.
National Representatives

Atlantic City Press
Southern New Jersey's "Good Morning" Newspaper

party. Our participation in such surveys is not automatic, but is subject to an agreement between the publisher and client.

Though not an editor, I'm in the publishing business and understand the difficulty of conveying precise meanings from notes taken at a crowded meeting. I appreciate this opportunity to make myself clear.

Knox Bourne,

South Pacific District, McGraw-Hill Publishing Co., Los Angeles.

• • •

He Objects to Deckinger's Expression in a Speech

To the Editor: I very seldom write anyone, but this time I felt compelled. On Page 37 of the Oct. 10 issue, there is a [illegible] to [illegible] Deckinger, media v.p. of Grey Advertising Agency.

[illegible]

of Oct. 24, was such an excellent example of good public relations for and by advertising that one hesitates to bring up the erroneous assumption on which a large part of the ad was based.

The copywriter states that "of all the tools of communication available, the most important was the first. The word." Only thing wrong with that statement is that the word is far from being the first communication tool.

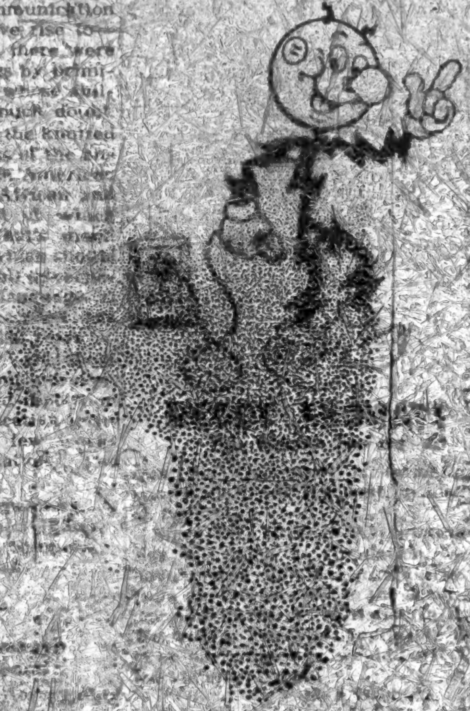
In his fascinating and authoritative work, "The Story of Language," Columbia University's Prof. Mario Pei tells of many non-linguistic forms of communication that preceded—and gave rise to—the word. For example, there were the pictograph drawings by primitive groups concerning whose ability to speak there is much doubt. Secondly, Mr. Pei cites the knotted ropes and notched sticks of the ancient Chinese, the Inca, American Indians and the West African and Australian [illegible]

[illegible] communication [illegible] a few [illegible] United Nations [illegible]

Reddy Kilowatt as Trademark. The fact is that Pacific Gas & Electric Co. has taken on Reddy Kilowatt as of Oct. 1 and is using one of the various names under which the Reddy Kilowatt program is known.

Your article is completely in error by stating that Reddy Service succeeds the trademark Reddy Kilowatt or that it replaces this trademark name.

Many companies [illegible] to use this trademark [illegible] as Reddy Kilowatt, Reddy Service or other similar names. What your reporter may have had in mind is the press conference "formally" was, indeed, mistaken for "formerly."



• • •

Is Aqua Velva Diluting Its Copy?

To the Editor: It's a small, persisting irritation, and it's bothersome in its disregard for all the emphasis being put upon "Truth in Advertising."

I refer to the Aqua Velva commercial on the air, where Aqua Velva is said to be "better because it contains humectant, a wonderful skin conditioner."

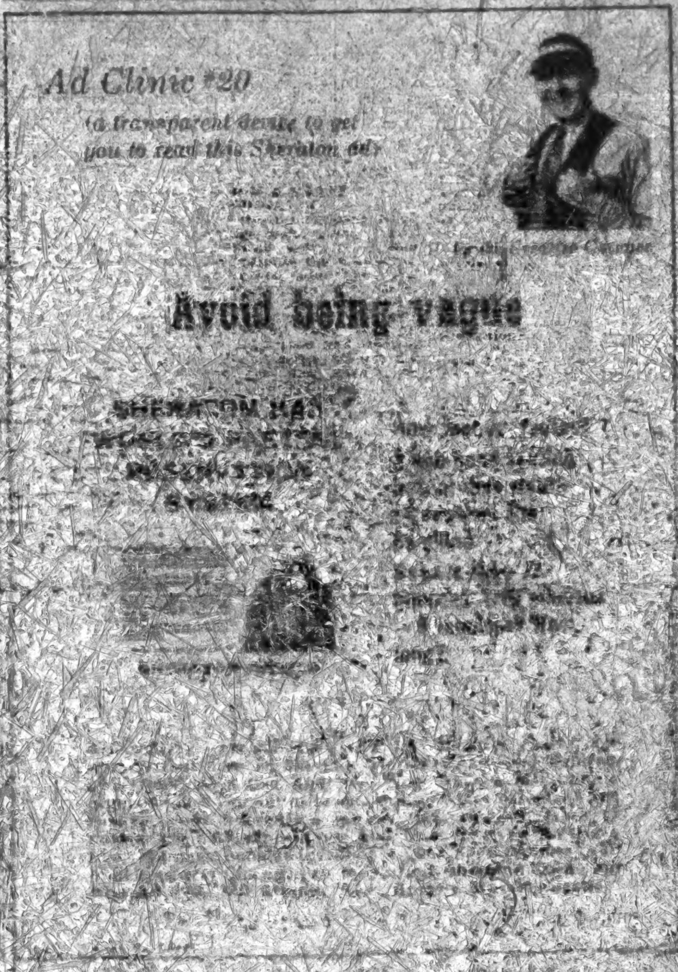
That's pure bamboozlement. It's intended to infer that "humectant" is some mysterious, new, bettering ingredient. Fooey. And shame on Williams for seemingly intending to deceive.

Did their desperate copywriter ever look up "humectant"?

C. Ralph Bennett,

Bennett & Chase & Co., New York.

"Webster's New International Dictionary," unabridged, 1954, published by G. & C. Merriam Co. defines humectant as a diluent, and diluent is defined as "a diluting agent." [illegible]


Ad Clinic #20

(a transparent device to get you to read this Sheraton ad)

Avoid being vague

SHERATON HAS [illegible]

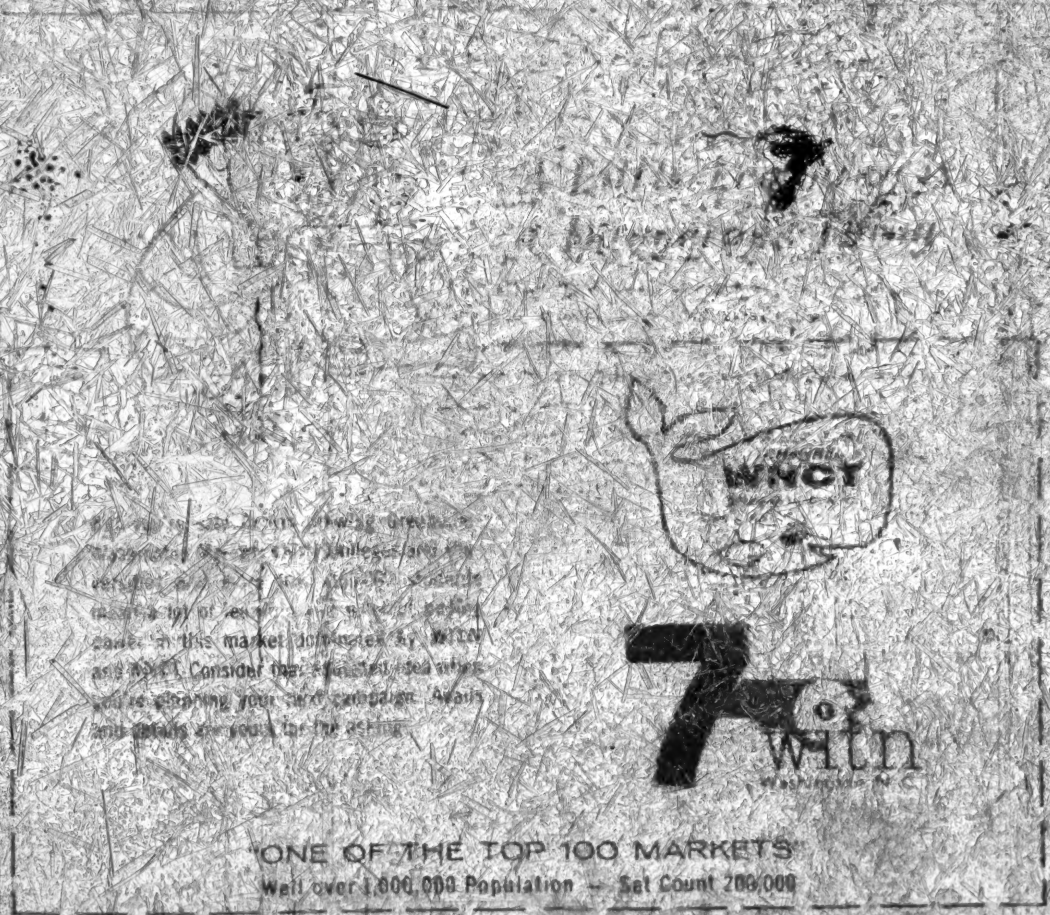
[illegible] Editorial Matter Helps Out [illegible] Ad

To the Editor: How many other [illegible] like the noted [illegible] piece of advertising-editorial juxtaposition in the Oct. 17 issue of Life?

The headline, "Hidden Places Now in View," should have been [illegible] cartoon at the left. And the [illegible] at the top of the page, "[illegible] Curves," probably didn't hurt much either.

Albert E. Ametrano,

Barlow Advertising Agency, Syracuse, N. Y.


WNCT
7 witn
Washington, N. C.

[illegible] in this market dominated by WITN and WNCT. Consider this [illegible] when you're planning your next campaign. [illegible]

"ONE OF THE TOP 100 MARKETS"

Well over 1,000,000 Population — Set Count 200,000

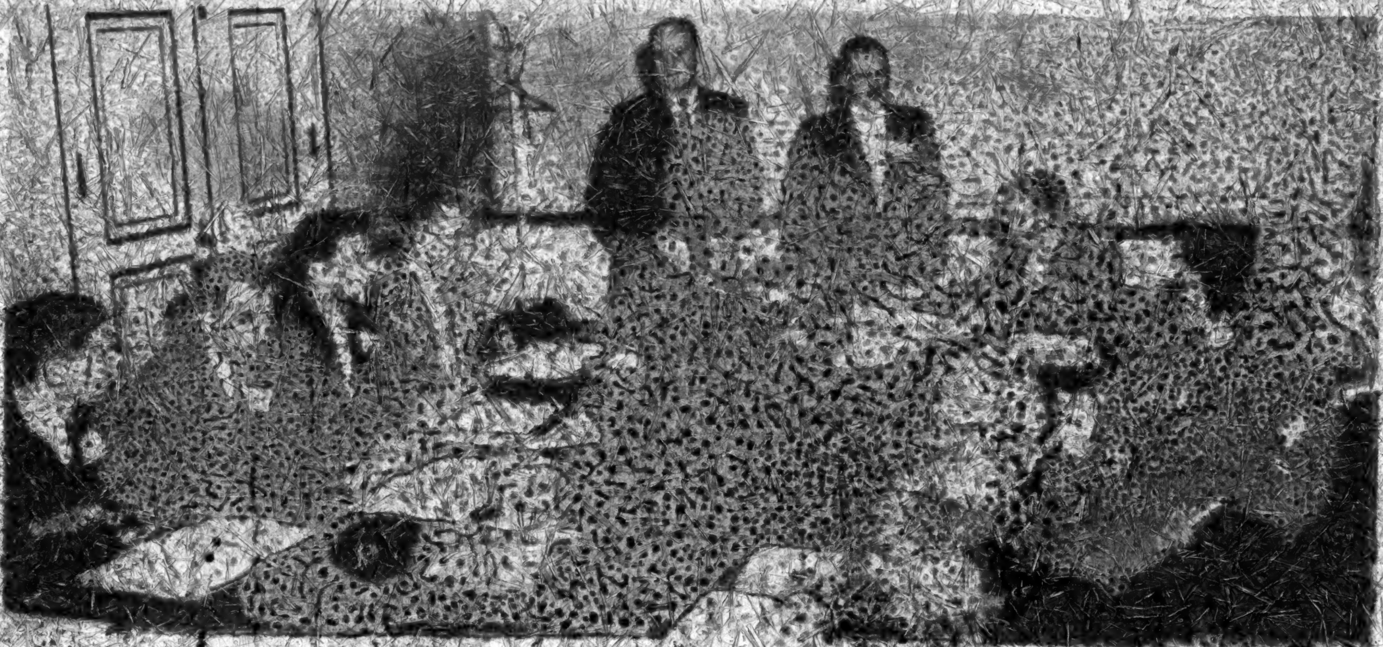
Agency Management, Accounting Execs at AA Seminar

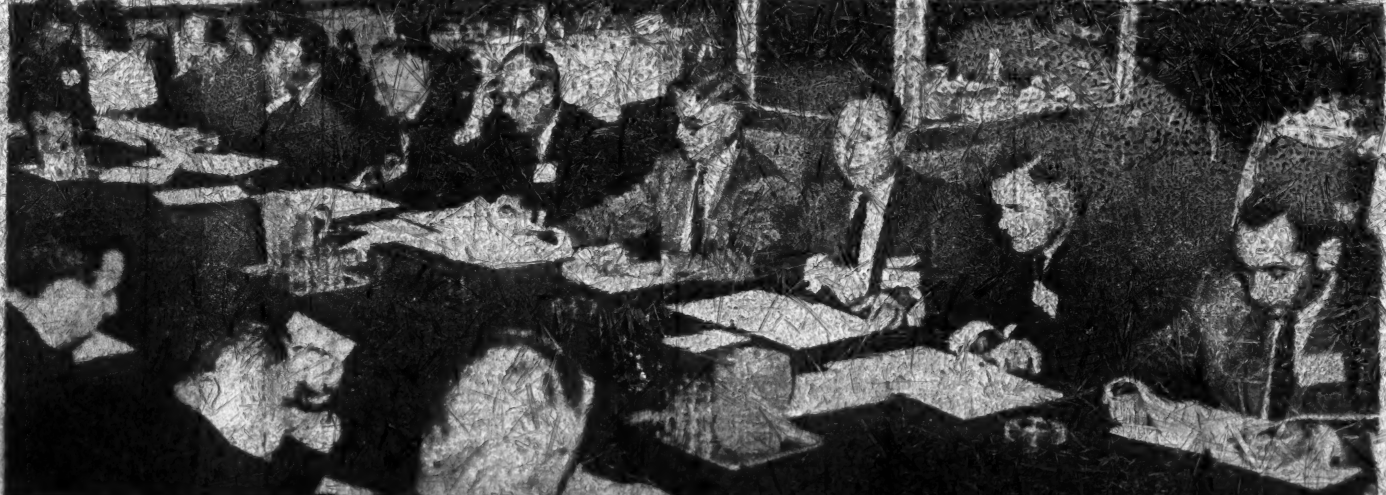
CHICAGO, Nov. 1—With more and more services being asked for by clients, and with salaries constantly moving upward, closer and more effective cost control is essential in advertising agency operation, the second annual Advertising Agency Management Workshop was told last week.

The workshop, conducted for ADVERTISING AGE by the staff of [illegible] Bubel & Co. and five agency financial and management executives, was told by Mr. Bubel that fees are becoming an increasingly important part of agency income.

While the commission system will undoubtedly continue, he said, provision of new services has made it essential to collect additional fees in many cases, so that as a percentage of total income, fees have increased from [illegible] since 1950. Taking all agencies together, fees now account for about 24% of agency income (not billings), whereas in 1950 they were only about [illegible]. Even among large agencies, which [illegible]

[illegible]





A THOUGHTFUL CONCENTRATION [illegible] of Gardner Advertising [illegible] St. Louis (fourth from right) [illegible] during this thoughtful session at the agency management workshop.

WE COUNT 18 CUSTOMERS IN THIS PICTURE

Why so many? Because this family is typical of the Holiday Extra-Unit Family — the family that buys the second car, the second refrigerator, the second home. And we have found in a new study that Holiday families buy *twice* in *nine* significant areas: AUTOMOBILES: 49.5% of Holiday families own two or more. REFRIGERATORS: [illegible] own two or more — [illegible]. HOMES: 25% own or regularly rent a second home. LIFE INSURANCE: 68% hold two or more policies. TELEPHONES: 48% have two or more. PHONOGRAPHS: 28% own two or more. TELEVISION: 25% own two or more. CAMERAS: 59% own two or more still cameras. TRIPS: 23% take two or more pleasure trips a year.

Holiday Extra-Unit Families are leaders of a new consumer elite. They are the families that willingly spend above the level of necessity for products and services that mean better living. Multiple ownership is becoming a new yardstick of selective selling because it represents exceptional buying action. Holiday's more than 900,000 Extra-Unit families are today's most exciting marketing opportunity. For a full report on the new Extra-Unit Study, contact your nearest Holiday office.

HOLIDAY MAGAZINE

Muir Forms New Merritt for Live, Film Programs

E. Roger Muir, formerly an executive producer of children's shows for NBC-TV, has formed New Merritt Enterprises, 500 Fifth Ave., New York, to produce film and five shows for television and the theater. Mr. Muir, who produced "Howdy Doody Show," "Shari Lewis Show" and "Concentration" at NBC, will serve as president. Nick Nicholson, former producer, actor and arranger for NBC, has been named vp and treasurer of New Merritt.

First production [illegible] the new company is "The Funny Manor," a comedy series of [illegible] eight-minute segments. It will be produced for American, Japanese [illegible]

BIGGEST APRON VALUE 6½¢

[illegible]

Frank Organization Buys Richard Ullman Inc.

Peter Frank Organization, New York, has acquired 100% of the stock of Richard H. Ullman Inc., radio program distributor. Peter Frank, president, has become president of the Ullman company. Richard H. Ullman will serve as consultant to the company for five years.

Ullman company's New York office will become the headquarters; Buffalo, the former main office, will become a branch. Marvin Kempner will continue as exec vp and general sales manager. The Ullman company [illegible]

[illegible]

Peg Business Paper Rates to Influentials Reached: D'Alessandro

[illegible]

IMPACT 15 OF 16 TOP NET SHOWS

PROOF POSITIVE

KROD-TV DELIVERS IMPACT!

[illegible]

TV

3 QUALITY STATIONS QUALITY MARKETS / 1 NATIONAL REPRESENTATIVE THE BOLLING COMPANY INC.

[illegible] Vaughn, Chmn. of the Board · Cecil L. Trigg, President

George C. Collie, Nat'l Sales Mgr.

IMPACT 19 OF 20 LEADING SHOWS

BACON'S ALL NEW 1961 PUBLICITY CHECKER

Now with perforated and gummed revisions FOR FAST, EASY UP-TO-DATE CHANGES

THE ACCEPTED TOOL FOR EFFECTIVE PUBLICITY HANDLING

[illegible]

$25.00

BACON'S CLIPPING BUREAU

GROWTH!

PENOBSCOT COUNTY Leads The State in Population Gains. 1960 Census Bureau Preliminary Reports Show Penobscot and Aroostook Counties Out in Front.

POWERFUL

Powerful because it produces. Produces because it delivers the LARGEST FAMILY COVERAGE By ANY MAINE DAILY

Bangor and Northeastern Maine are doing just fine.

A solid foundation for progress and continued growth has been firmly established. This is like money in the bank for merchants, wholesalers, and service firms catering to consumer needs in Northern and Eastern Maine.

These untapped sales can be reached most economically only through the area's single big advertising medium.

Daily Circulation Over 75,000

Bangor Daily News

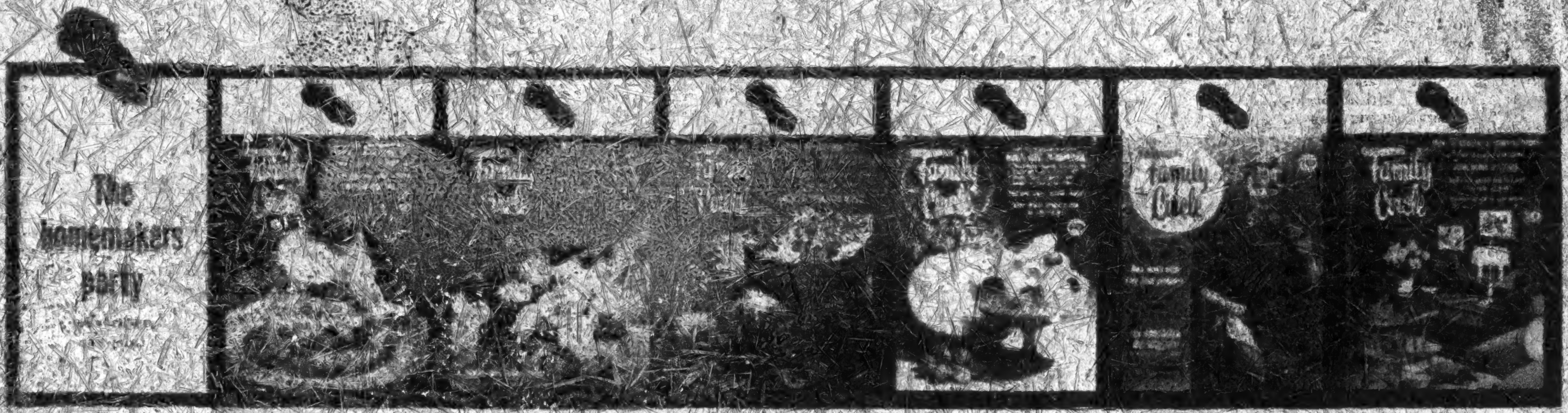
Maine's Largest Daily Newspaper

Represented by Johnson, Kent, Gavin, & Sinding, Inc.

"For Homemakers Only"

That's our platform...and Family Circle is piling up the votes every month!

Family Circle promised homemakers plenty of useful reading material ... a greater ratio of service editorial than any other leading magazine. This campaign of expanded service began very quietly in the Spring. Homemakers started making speeches to *each other* about Family Circle, and they've given the magazine their enthusiastic endorsement. At supermarket checkouts in every state, homemakers in unprecedented numbers are casting their votes for Family Circle Magazine. Let's look at the record...

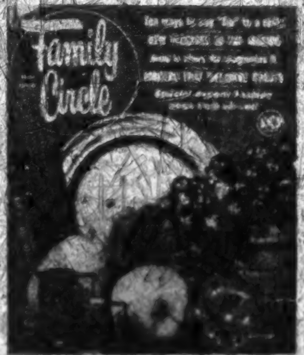


May 1960	June 1960	July 1960	Aug. 1960	Sept. 1960	Oct. 1960
124,000	**977,000**	**526,000***	**264,000***	**1,265,000***	**692,000***
ahead of May '59	ahead of June '59	ahead of July '59	ahead of Aug. '59	ahead of Sept. '59	ahead of Oct. '59

*Publisher's Estimate

We're beating last year's circulation by a big margin

Family Circle circulation
for 1960 far exceeds
the 5,000,000 rate base



Nov. 1960
6,000,000
Publisher's Forecast

Dec. 1960
6,300,000
Publisher's Forecast

Everywoman's
Family
Circle

For Homemakers Only...

At the AIR FORCE SHOW . . . or ANYWHERE

Of all the folks you see from ABC Cincinnati . . .

7* OUT OF 10 read the CINCINNATI POST TIMES-STAR

*B. L. Schapker Market Research

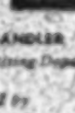
Total ABC circulation, the largest daily in Cincinnati history . . .

273,148

The Newspaper that Spends the Evening with Almost 1,000,000 Readers

ROBERT E. CHANDLER
Manager, General Advertising Department

Represented by
The General Advertising Department
SCRIPPS-HOWARD Newspapers



Audiences Resent 'Profusion' of Ads on Air: Matthews

DALLAS, Nov. 1—William E. Matthews, Young & Rubicam vp, last week called for an end to over-commercialization in radio and tv and to dependence on quantity ratings as the ultimate guide to broadcast buying.

Mr. Matthews, a longtime crusader against triple spotting and other commercial excesses, charged the industry with ignoring its own rules for commercial restraint in a speech before the Assn. of Broadcast Executives here.

"Meeting the advertising demand, as in tv, or providing enough announcement units to secure a profitable revenue, as in radio, has often taxed the ingenuity of station owners beyond the restraints of conscience," he said. "The temptation to squeeze in a little here or to pare off a bit of network program there for extra local announcement has too frequently been more than could be denied.

"The result has been a profusion of advertising resented by the viewers and destructive of good salesmanship. [illegible]

■ [illegible] observed that [illegible] Triple spotting at station breaks [illegible] opening commercials [illegible] first to the audience [illegible]. Several shorter spots, 10s and 20s, crowded together in the time appropriate for one or two longer advertisements become a confused competition for attention, destroying the value of all.

"This reaction to over-commercialization is a real problem for both station and advertiser. The responsibility is not wholly on either, yet each has been sufficiently guilty of yielding to the pressures of the other.

"After several years of wrestling with triple spotting, I have about come to the conclusion that there is no solution in the discipline of rules and regulations, that what is necessary is a drastic re-ordering of the broadcast schedule. The location and length of station breaks should be studied in relation to the total program continuity to determine the most congenial mixture of advertising and entertainment possible.

■ "Just as a magazine's pages are laid out in editorial and advertising spaces to achieve a highly pleasing visual interrelation, so it should be possible to organize a station's time segments into a psychologically effective sequence of program and announcement," Mr. Matthews said.

The Y&R executive suggested that revision of the pattern for a more acceptable combination of editorial and advertising content should be no problem for radio, which now is going through a period of change. And while there may be difficulties in the case of tv, already constricted by the bonds of film, the step must be taken there too, he said.

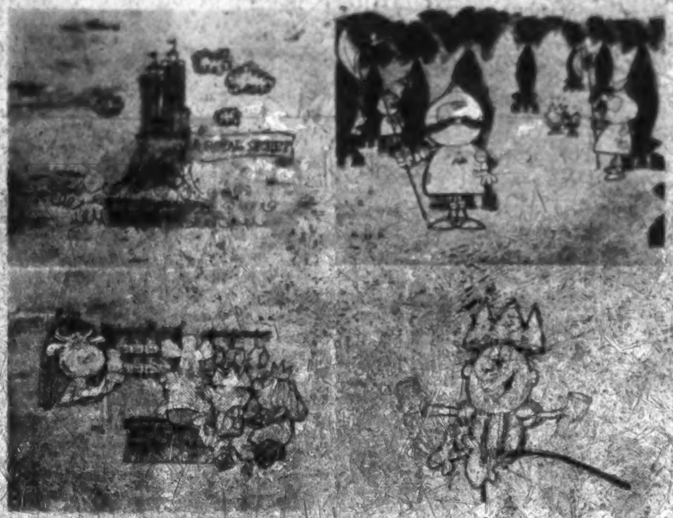
Mr. Matthews said the industry was in danger of making ratings a way of life. He cautioned that a rating was "not an exact measurement" but was rather "simply the index of a sample . . . let the emphasize that it [illegible] the conduct of people in [illegible] of what any [illegible] really represent.

"Ratings [illegible]

■ "Perhaps [illegible] the media [illegible] and musical [illegible]. What we have done is [illegible] often to reduce merely the entire value of media to numbers," he said.

Mr. Matthews noted that most magazines can tell advertisers what kinds of people their subscribers or readers are, and thereby a client knows what market his ad is reaching. But there are, he said, few such demographic data available for broadcasting; the demand for it will rise as costs and numbers increase.

Providing such material for radio stations should not be too difficult, since radio is becoming a selective medium, with individual stations seeking to attract specific audiences. "Really, there is [illegible] problem. [illegible] the time has come when advertisers [illegible] how many people but what kinds of people they are reaching and how deeply and impressively those people have been reached," Mr. Matthews asserted. ■



NEW CHARACTER—Carnation Co. will introduce a new little king as the central character of a series of new tv commercials for evaporated milk. Shown are scenes from the king's first adventure, "A Royal Secret," which follows the general campaign theme of "The milk you can use like cream with half the fat calories." The commercial was created by Carnation's agency, Erwin Wasey, Ruthrauff & Ryan, and produced by Playhouse Pictures.

AC Spark Plug Launches National Radio Spot Push

A local radio spot campaign through 150 stations in 79 cities has been started by AC spark plug division of General Motors, using Jimmy Durante, Don Wilson, Tex Williams, Ken Carpenter, Hal Peary, Gale Gordon and the Sportsmen quartet.

The campaign calls for 13 one-minute and five 20-second spot announcements, to be rotated through an eight-week schedule. It accompanies AC's nationwide newspaper, magazine and point of purchase promotions to make up what AC claims to be the most comprehensive spark plug and oil filter selling campaign ever launched by an [illegible] manufacturer. A similar radio campaign also is being planned for next spring, according to D. P. Brother & Co., AC agency.

Pepsi Bottlers Buy Radio

Pepsi-Cola Bottlers of W[illegible] Maryland and Pennsylvania [illegible] West Virginia [illegible] network [illegible] radio stations.

"America's new economic strength lies in the South. A proven leader is the Jackson TV market area."

1st President, American Municipal Association

ALLEN C. THOMPSON
Mayor, Jackson

WJTV Katz 12 WLBT Hollingbery 3

Serving the Jackson, Miss., Television Market

36.9% increase in population in last 10 years

in Remarkable Rockford

Many factors account for this steady growth of Remarkable Rockford . . . good industrial climate, inventive genius, skilled workmen, able resident top management, reinvestment of profits, and diversification of industry. These and many other factors provide a ready market . . . a market with high family income (historically ranked about 32nd in nation in per capita income). Proof of the buying power lies in the fact that Rockford leads Illinois, outside Chicago, in retail sales year after year.

Your best salesmen in this abundant market are the sales-producing Rockford newspapers.

● First in Illinois in Population and [illegible] Outside Chicago

Finest FULL COLOR Facilities

ROCKFORD MORNING STAR & Register-Republic

GM Motorama Again Dazzles New Yorkers

(Continued from Page 2)

alone.

Campbell-Ewald Co., the Chevy agency, is once again handling Motorama.

• The show will hold forth here through Nov. 9. It will go to San Francisco for a showing Jan. 7-15 and then to Los Angeles for a Jan. 28-Feb. 5 [illegible]

[illegible]

staged in New York [illegible] Mr. Danner said that this exhibit [illegible] rival the fabulous Futurama GM had at the 1940 world's fair in New York. ■

Breast O' Chicken Tuna Advances Hogue, Palmer

Wesley Palmer, central division sales manager of Breast O' Chicken Tuna Inc., has been promoted to director of sales, tuna and related consumer brands. Preston Hogue, in charge of new product development, will also serve as director of sales of Purr cat food, William L. Dener, marketing vp, announced.

Mr. Palmer will move to the San Diego headquarters from Chicago about Nov. 9. Prior to joining Breast O' Chicken 11 years ago, he was vp of LaMirada Olive Co., San Francisco, for 14 years. Mr. Hogue, six-year veteran with the company, earlier was in charge of the development and introduction of Purr and eastern division sales manager.

Last Minute News Flashes

Papert, Koenig Named for Wolfschmidt Vodka

New York, Nov. 4—Papert, Koenig, Lois, which last month got General Wine & Spirit Co.'s Ronrico rum account, today won the House of Seagram subsidiary's Wolfschmidt vodka from Compton Advertising, which got Wolfschmidt a little over a month ago as part of a multimillion dollar switch.

Mead Johnson Sets New Metrecal Drive in Dailies

New York, Nov. 4—Mead Johnson & Co. will spend $1,200,000 in a blockbuster six-week newspaper campaign for Metrecal, its weight control product. The drive, scheduled for 480 dailies in 224 markets, begins with a full page Nov. 9, to be followed by four 1,000-line insertions and another full page. Metrecal advertising, handled by Kenyon & Eckhardt, has now soared past the $5,000,000 mark.

Erickson Heads Filmways; Other Late News

• **Rodney Erickson**, former Y&R executive and currently head of his own company, Rodney Erickson Enterprises, has been named president of Filmways, New York tv commercial producer, which also is acquiring [illegible] company. Martin Ransohoff, the current president, [illegible] chairman. Mr. Erickson [illegible] concentrate on [illegible]

[illegible]

• **Stromberg-Carlson**, New York [illegible] Metropolitan Opera broadcasts [illegible] radio stations starting Dec. 8. [illegible] until the next half hour, it is expected [illegible] Johnston Inc., which packaged the opera for Texaco [illegible] lineup of stations, is performing the same function for Stromberg-Carlson.

• **Edward H. Weiss & Co.**, Chicago, has been named by G. Leblanc Corp., Paris, France, and Kenosha, Wis., to handle U. S. advertising, effective immediately. Weiss succeeds John R. Little Advertising Ka[illegible] an "interim" agency for Leblanc. Little had taken over the account of the woodwind and brass instrument manufacturer in August from Kenneth B. Butler & Associates, Mendota, Ill.

• **Palmer, Codella & Associates** will change its name to T. N. Palmer & Co., effective Nov. 25, and will move its headquarters in New York to 660 Madison Ave.

• **Borden's Ready Diet and General Mills' Route 900** are the latest entries in the burgeoning controlled calorie food market. Borden's product, a ready-to-use milk-base liquid selling for about 89¢ a quart, a day's ration, is in distribution in selected market areas across the country. Newspapers, radio and tv will be used to support it; Young & Rubicam is the agency. General Mills' entry, a powder for mixing with skimmed milk, will be delivered by local dairy route men. A carton containing three days' supply will retail for about $2.67. Knox-Reeves Advertising, Minneapolis, will handle advertising.

Merger Makes Caples Unit of Geyer Agency

(Continued from Page 1)

York, and personnel in all offices will be "retained intact," the agency announced.

• Under the new setup, Caples president, Ralph M. Hartsing, will become exec vp in charge of the Caples division and will [illegible]

[illegible]

• The Geyer agency dates back to [illegible], when it was founded in Dayton by the 20-year-old Pat Geyer and his father, Charles J. Geyer. Setting up shop in a real estate office and hiring a bookkeeper, they offered advertising services to local business men. Four years later they began acquiring national accounts, such as Comer Mfg., Dayton Fan & Motor Co. and American Products. Later came Delco Light and Frigidaire.

By 1933, an eastern office became essential and was realized by buying the Paul L. Cornell Co., New York. Two years later, the agency shifted its headquarters to New York and at the same time opened a Detroit branch to serve the Kelvinator account.

In 1944, it picked up the New York operation of Tracy-Locke-Dawson. In 1952, it acquired the W. Earl Bothwell Co., and in January, 1959, it merged with Morey, Humm & Warwick, increasing the agency by about one-third.

• A number of prominent advertising men have been associated with the Geyer agency, as is evidenced by its various names. From Geyer Co., it became (1) Geyer Advertising, then (2) Geyer, Cornell & Newell (the Newell was the late H. Wm. (Hike) Newell who ultimately left to become a partner in Lennen & Newell), then (3) Geyer, Newell & Ganger (the Ganger being Robert M. Ganger who left the agency to head P. Lorillard Co. and now is chairman of the board of D'Arcy), and finally back to (4) Geyer Advertising—before it was elongated into its present name, Geyer, Morey, Madden & Ballard in 1959.

The Morey in the name is [illegible] Morey, former [illegible]

[illegible] Morey, Humm [illegible] he was [illegible] Madden & Jones.

• The [illegible]

Standard Oil (Ind.) Seeks New Agency for Institutional Ads

(Continued from Page 1)

gle brand of gasoline, American, will be marketed by Standard of Indiana throughout the U. S.

• BBDO has handled Standard Oil Co. (California) for some years. This account was never in conflict with Standard of Indiana because of separate marketing areas for the two companies. Under the new reorganization plan, however, the two companies definitely will be in competition with each other.

The new agency presumably will inherit a considerably larger account than what BBDO has been handling. The new agency will not only handle institutional advertising for Standard of Indiana, but also institutional ads for American Oil Co., which will be a national advertiser. ■

Cummings
Barry
Snyder
Zwingle
Gamble
Ogilvy
Strouse
Bond

[illegible] FOUR A's—In reviewing the position of advertising with industry and government, the eastern Four A's meeting heard from these speakers: Barton A. Cummings, [illegible] Compton Advertising, who was chairman of the session; D. W. Barry, New York City [illegible] Murray Snyder, Assistant Secretary of Defense for Public Affairs and J. W. Zwingle, vp, Cornell University. Admen attending the meeting were [illegible] Gamble, president, Four A's; David Ogilvy, Ogilvy, Benson & Mather; Norris [illegible] and Charles [illegible] J. Walter Thompson Co., and Edward [illegible] Young & [illegible] chairman of the [illegible] management meeting.

TV Commercials in Rut, Tennant Warns Four A's

[illegible]

[illegible] and [illegible] creativity [illegible] into good copywriting. Mr. Webber listed what he considered to be the main attributes of the new agency commercial producer. Nine requisites for this new "breed of cat," as outlined by Mr. Webber, are:

1. "He should be an advertising man. He understands the marketing and copy objectives of his brands."
2. "He is imaginative."
3. "He is 'picture minded.' He

[illegible] in terms of [illegible] ing [illegible] and action.

[illegible]

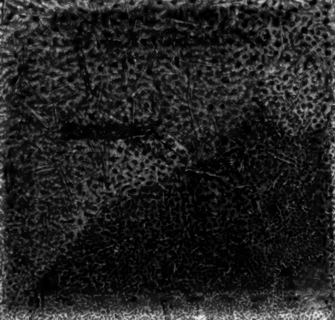
purchase [illegible] someone who is willing to fight for what he believes will be doing it in your place," he added.

• Still another speaker, Stockton Helfrich, director of the New York code office of the National Assn. of Broadcasters, described the main areas of concern of his office as "those of good taste (or lack of it), derogation of competitors, accuracy and substantiation—pretty much in that order."

• The [illegible] tape company [illegible] Lanigan, vp [illegible] said that tape's advantage [illegible] ing immediate replay [illegible] a disadvantage for the [illegible] company. Agencies sometimes make radical revisions as a result changing the commercial completely from the storyboard stage. Because of this, a job often takes 10 hours where it should take five or six, he pointed out. He asked agency producers to work with the tape companies toward a solution to this time bottleneck.

McGraw-Hill Gears Operations to Growth Industries, Waddell Says

[illegible]



[illegible] the growth of McGraw-Hill Publishing Co.'s net income over the past ten years was [illegible] Mr. Waddell's talk [illegible]

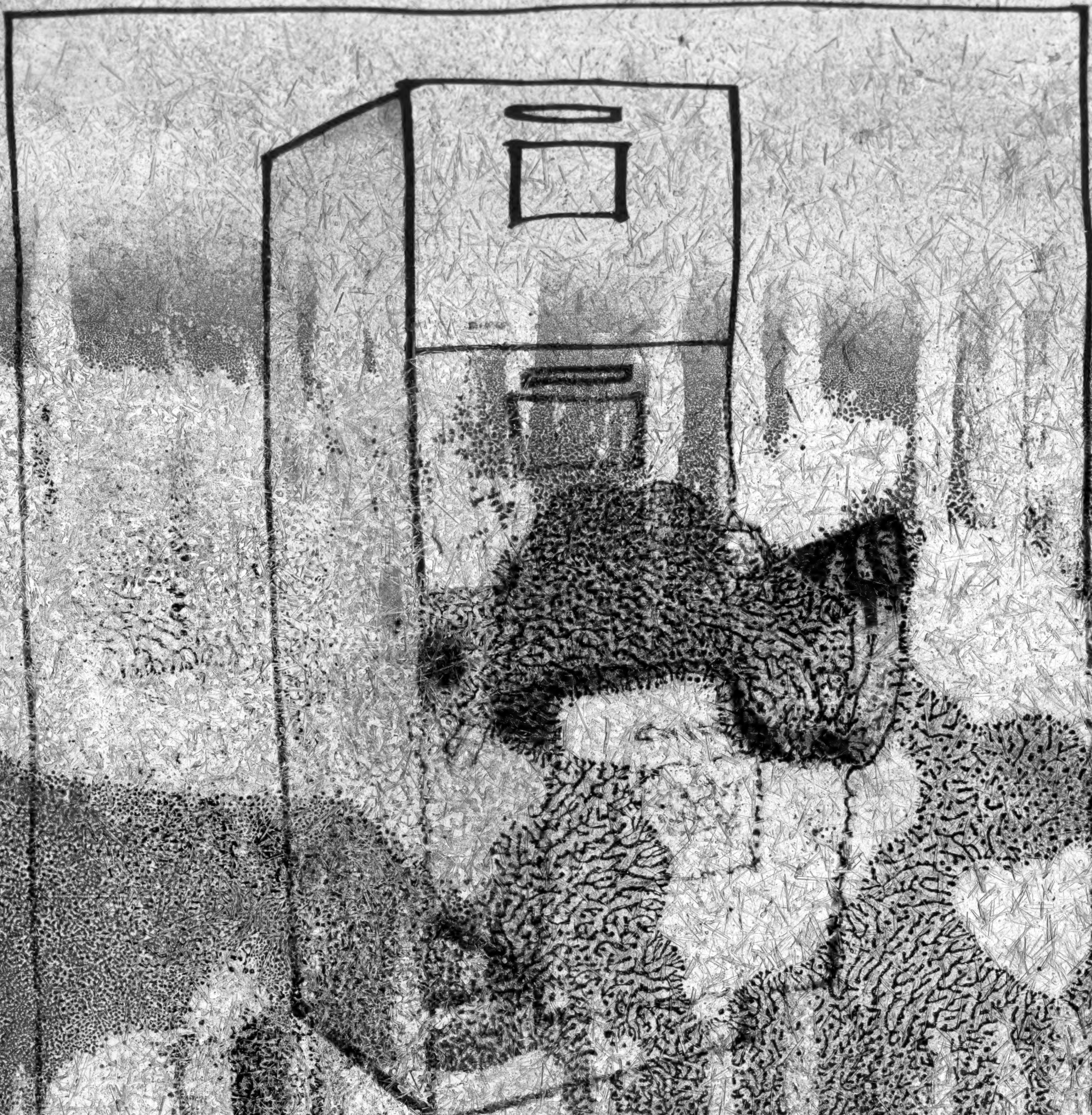
added about 200,000 subscribers to total circulation of McGraw-Hill publications and about $6,000,000 to total advertising income.

He said that while established publications accounted for the greater proportion of expansion

[illegible] diagrams, photographs or [illegible]

Dedicate Reference Library

The Advertising Federation of America & Advertising Club of New York Reference Library was dedicated Oct. [illegible] at AFA headquarters, 655 Madison Ave. It contains more than [illegible] volumes in 60 marketing and advertising classifications.



Is this a Generation of Swipers? No, says K&E

[illegible] the same [illegible] techniques, [illegible] of other advertising cliches.

But think instead of the other kind of advertising, the exciting kind. Even in the industries where you expect it least, you'll come across advertisements that burst through the reader's [illegible] like a loud laugh in the library. This is the reward for being different.

[illegible] the Kenyon & Eckhardt Book of Creative Standards [illegible] the [illegible] of "The Sheep Instinct." [illegible] the research evidence [illegible] that the public's eyes get glazed when they see the advertising stereotypes.

People may like advertisements, but they don't like to be bored," the book continues. "Remember that originality is not a luxury in advertising. It is a prime ingredient of success."

—One of a series based upon the Kenyon & Eckhardt Book of Creative Standards.

Picture of Advertising's Future Dim; Public Attitude on Ads Low

(Continued from Page 1)

ing with McCann-Erickson serving as a volunteer agency and doing the creative work.

Other plans were to await evaluation by Hill & Knowlton, which was engaged (1) because Four A's headquarters people aren't public relations experts, and (2) because agency pr people lack objectivity required for a comprehensive analysis of the problem.

The Hill & Knowlton effort will [illegible]

[illegible]

... that of the legal profession.

Barton A. Cummings, president of Compton Advertising, presided at the session.

■ In the conference account management session, a panel of James C. Douglass, administrative vp of Ted Bates & Co.; J. R. Van Arsdale, senior vp of Rumrill Co., Rochester; Thomas B. Vohs, exec vp of Chirurg & Cairns; Frank C. Weber of D'Arcy Advertising Co., and Edward L. Bond, senior vp of Young & Rubicam, as chairman, dealt with a series of problems which might arise in the course of agency operation.

[illegible]

... American economy. He ... its support of public ... [illegible]

Dr. David W. Barry, executive director of the New York City Mission Society, mentioned subversion in the fact that advertising uses sex and prestige, and advertises tobacco and liquor, and suggested working out an ethic similar to

[illegible]

FCC Too Slow on Decisions, Sen. Magnuson Says

[illegible]

... has been done ... I ... and ... you laugh ... do ... and I don't ... plaint.

... What the commission staff has been doing ... has been carefully examining the promises in the application and ... in the renewal ...

W. Va. Pulp Names Lyon

Paul W. Lyon, marketing research manager, has been promoted to manager of marketing services of West Virginia Pulp & Paper Co., New York.

Dayton Rogers Mfg. Asks Publishers for 15% Agency Discount

(Continued from Page 2)

... advantage were introduced into direct sales either through our sales department, or some direct advertising, it would be much more effective.

"I have personally contacted a number of publishers, three of whom have indicated that they would go along with ... passing ... working with their direct ... [illegible]

[illegible]

[illegible]

Halow Joins Beckett Paper

[illegible] director of advertising and ... promotion of Beckett Paper Co., Hamilton, O., effective Dec. 1. Mr. Halow has been with Beckett's agency, Howe & Wyman Co., Cincinnati, for the past six years, most recently as vp and secretary.

SWEET MUSIC ON NEWSSTANDS and American Home is calling the tune. Newsstand sales for the first half were up a greater percentage than almost any other mass magazine. Check the latest ABC and see! How come the bandwagon? Chalk it up to American Home's bold graphic approach, its youthful vitality, its wealth of bright ideas on building, decorating, meal-planning and gardening. American Home is sweet music for advertisers, too. Every day, more and more are joining the American Home hit parade. For the first quarter of '61, **AD ORDERS ON THE BOOKS ARE UP A THUMPING 34%!**

AMERICAN HOME—A Curtis magazine read by 12,000,000 men and women with a consuming interest in the home.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 49,928

HELP WANTED

ART DIRECTOR

Experienced in magazine editorial, also promotional, literature, consumer and trade. Strong administrative ability required, also knowledge of art preparation for 4-color printing. Fine opportunity with large Chicago manufacturer publishing magazines. Age 30-40. Submit full details and salary requirement.

Box 4236, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PROMOTIONAL COPYWRITER

Like to produce such things as house organs, bulletins, national ads, publicity releases, folders, booklets, sales letters, [illegible]

[illegible]

HELP WANTED

ART DIRECTOR
OPPORTUNITY PLUS!

Fast-moving Rhode Island agency serving "get-your-teeth-into-'em" accounts offers compensation that matches ability both on the board and in getting the most out of people. The only temperament our man will have is in inspiring creativity other artists didn't know they had. He's a producer himself—both on layout and finals. He's an organizer capable of building an art department in pace with the swift strides of our agency. The man we seek is an opportunist. He's a talent-loaded driver now either stalled in a smaller agency or he's mired under an art director he can't possibly budge. Our man will relocate on the shores of beautiful Narragansett Bay where good housing is plentiful at reasonable cost, where the cost of living makes sense compared to the big metro areas. Our new art director will rip out this ad and act. He'll write [illegible] be ready to grab this job [illegible]

Box [illegible], ADVERTISING AGE
630 Third Ave., New York 17, New York

RADIO-TV PRODUCER [illegible]

[illegible]

HELP WANTED

PUBLICITY WRITER. Well-established trade association in the building industry needs young men to write newspaper releases and prepare magazine articles. Also to assist in program to train contractors in modern selling methods. Salary up to $8,000 to start plus fringe benefits. Must be good speaker and willing to travel at least 20 per cent of the time.

Box 4206, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WE NEED: Part-time man with N.Y. retail, consumer contacts to sell space. **WE HAVE:** New magazine with excellent [illegible]

[illegible]

POSITIONS WANTED

FREE LANCE PUBLIC RELATIONS

Seasoned newspaperman offers taste and economy for Chicago clients.

PRESS DIRECTIONS, Room 1914, 343 S. Dearborn St., P. O. Box 1386, Chicago 90.

HARD HITTING AND SUCCESSFUL

Space Salesman. Fast history of producing big billings. Salary or Comm. East Coast.

Box 4004, ADVERTISING AGE
630 Third Ave., New York 17, New York

FREE LANCE
LAYOUT & PRODUCTION

Do you need expert assistance in producing your booklets, ads, packages and other printed matter [illegible] of TV Commercials [illegible]

P. J. McLaughlin [illegible]
[illegible] N. Michigan Ave., Chicago 11, Ill.

SALESMAN-EDITOR

[illegible]

POSITIONS WANTED

BRAND PRODUCT MANAGER

Top creative adv-marketing exec. 12 yrs. exp. Versatile, dynamic. Ph.D. and 36, married. Box 2026 Grand Cent. Sta., New York 17, N.Y.

COPYWRITER

Agency-mfg. exp. Seeks [illegible] layout, prod., P.R. Chicago area.

Box 4261, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALES DOCTOR

[illegible] yrs. heavy exp. trade and consumer books. Some TV, radio. Lots of Drive, Personality, Ideas, Marketing Know-how. [illegible] travel [illegible] scale.

Box [illegible], ADVERTISING AGE
630 Third Ave., New York 17, New York

COPY WRITER, Los Angeles

12 years agency, [illegible] industrial & consumer. Newspaper, [illegible] collateral, some TV, [illegible] Top refs. [illegible] Available Nov. 15.

Box [illegible], ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

[illegible]

Two

[illegible] COPYWRITERS

[illegible]

WRITE—DON'T PHONE—TO:

Creative Director
Roche, Rickerd & Cleary, Inc.
135 South LaSalle Street
Chicago 3, Illinois

PUBLIC RELATIONS MAN

[illegible]

Must be [illegible] financial publications, [illegible] journals and trade publications. Should have established contacts with above media.

Will also be responsible for preparation of company brochures, corporate reports, etc.

Send detailed resume including experience & salary requirement.

Box 463, Advertising Age
630 Third Avenue
New York 17, N.Y.

[illegible] assignment
in package goods field

[illegible]

The future is rewarding. The client company in his field is dynamic and growing and recognized for the high quality of its products.

The salary and bonus is commensurate with the responsibility—with benefits that include life insurance, major medical, pension and profit sharing. As the key executive on a major account you can expect to become a stockholder on convenient terms. The location is New York.

Please write in full—in the confidence that no checking of any kind will be done until we've seen each other.

Box 467, Advertising Age
630 Third Avenue, New York 17, New York

TO A TOP BUSINESS MAGAZINE EDITOR

. . . or a number-two man who is ready for the first chair: a major industrial magazine has an important career to offer you. We need a man who can develop fresh editorial ideas for a management-engineering audience and has experience in directing an editorial staff to instrument his plans. If you are a pro, with the energy and background to fill the bill, send a resume (in confidence, of course) of your experience and earnings to

Box 464, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

Our 49th Year

MEDIA DIRECTOR—establish dept. growing mid-west agcy. $10-12,000
CREATIVE COPYWRITER—electronic consumer bkgrnd. [illegible]
COPY CONTACT—automobile exp. required—good potential [illegible]
Jr. Copywriter—Layout Artist—Asst. Prod. Mgr. 7,000
MANY MORE—MAIL RESUME

GLADER CORPORATION
116 S. Dearborn St., CHICAGO 3, Ill.
Phone: CEntral 6-5253

COPYWRITER

Creative freedom for versatile young writer with agency experience. Work on radio, TV, print—national and regional accounts. We're a rapidly growing agency. Excellent opportunity to grow with us. Salary open. Our staff knows of this ad. Send resume in confidence to Box [illegible], ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

Luigi's Pizza, Pepsi-Cola Launch Tie-In Promotion

Luigi's pizza frozen foods division of Luigi's Restaurants, St. Louis, has launched a tie-in promotion with the Pepsi-Cola bottlers of St. Louis. Luigi's, which has distribution in 28 states, is offering a free carton of Pepsi with each purchase of three Luigi's pizzas. Pepsi is helping with advertising in specially prepared window streamers, in-store display signs, bottle collars, plus using its regular radio and tv spots to promote "Plan a Pepsi-Pizza Party." Some newspaper advertising will also be used.

GOLDEN YELLOW

Business Vice President

For New Consumer Magazine

[illegible]

A 10 BILLION DOLLAR MARKET

National monthly newspaper serving more than 18,000 discount and self-service store owners, executives and buyers is looking for space reps. Good proposition. We give you leads, and plenty of promotional material.

For information write to:

MODERN RETAILER
99 Chauncy Street
Boston 11, Mass.

BIRCH
Personnel
Service,
Inc.

The Midwest's outstanding placement service for Adv. - Art & allied fields.

[illegible]

Fine, Fast, Fairly Priced Photography

pics
photographers

PUBLICITY
CONVENTION

COMMERCIAL
INDUSTRIAL

EXCELLENT UNUSUAL OPPORTUNITY

[illegible]

OUTDOOR ADVERTISING SALES

[illegible]

ADVT. S. R. MANAGER

[illegible]

[illegible]

[illegible]

The open sesame? Evidence of real creative ability and promise—3 to 5 years sound industrial experience, preferably with an agency—a good selling letter, including salary expectations, to:

LARRY O'NEILL
Vice President & Copy Chief
VAN SANT, DUGDALE & CO., INC.
15 E. Fayette St., Baltimore 2, Md.

MARKET RESEARCH

MEDIUM SIZE CHICAGO ADVERTISING AGENCY NEEDS YOUNG MAN WITH GOOD MATHEMATICAL BACKGROUND FOR RESEARCH DEPARTMENT. SHOULD BE ABLE TO ASSUME RESPONSIBILITY WITH TRAINING. FAMILIARITY WITH NTI, NFI, MRCA HELPFUL. SHOULD BE COLLEGE GRADUATE PLUS AT LEAST ONE YEAR EXPERIENCE OR EQUIVALENT. PREFER SINGLE MAN UNDER 28. GIVE YOUR COMPLETE QUALIFICATIONS, INCLUDING SALARY, IN FIRST LETTER. SEND REPLIES TO Wayne Schott, 29th Floor, 20 N. Wacker.

USE WORKMAN'S MARKET-MEDIA DATA BANK . . . More than a half-million IBM cards containing county level magazine, newspaper coverage and market data provide information fast—tailored to your needs, and at cost of tabulation ONLY.

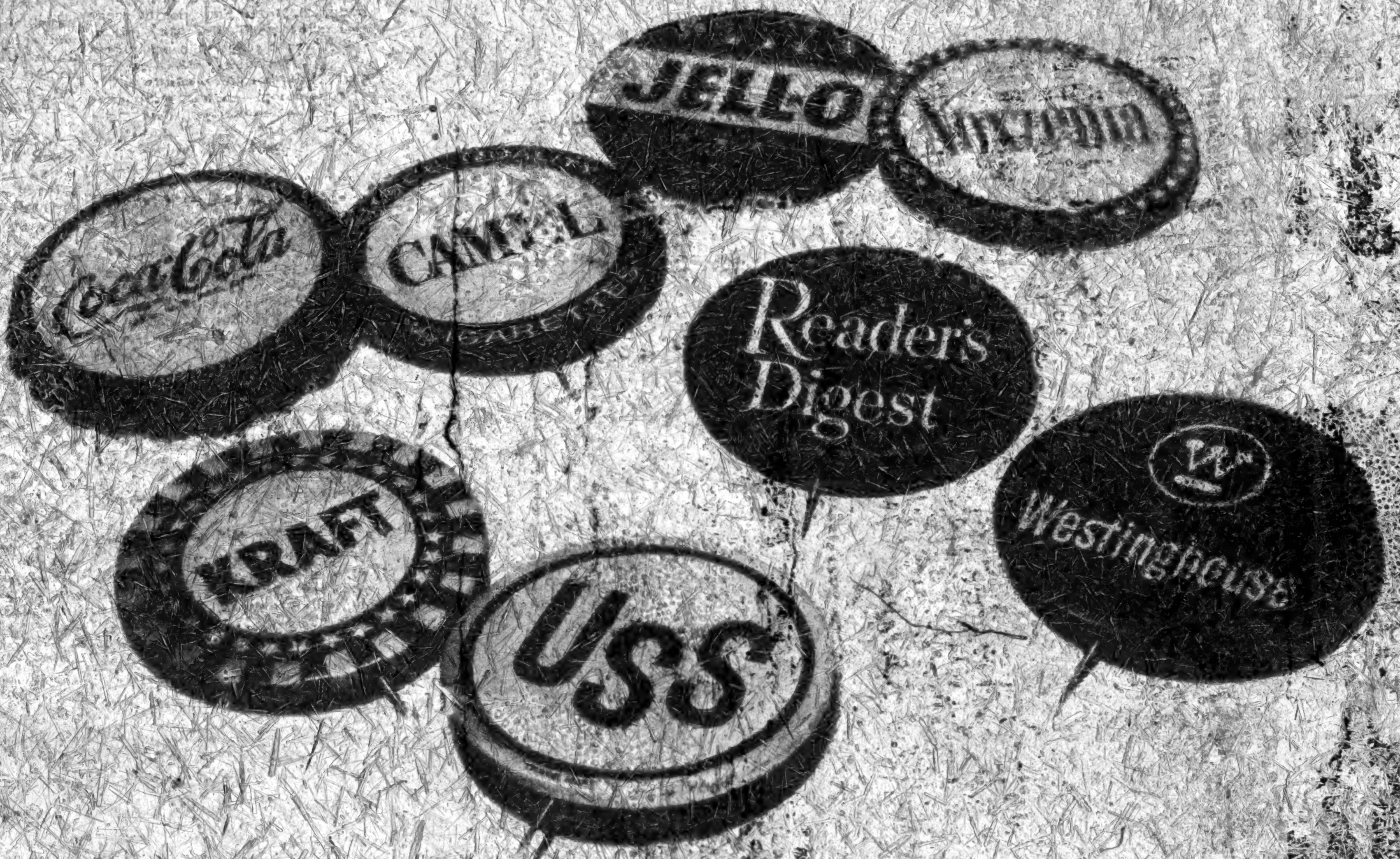
WORKMAN
RESEARCH

offers complete facilities and services with which to assist you at every stage of planning and executing complete, economical research projects and programs.

DESIGN • SAMPLING • CODING • TABULATING • PRESENTATION

At every step in MEDIA • MARKET • PRODUCT research there's a Workman man to help you.

NEW YORK   CHICAGO—WH 4-6665   LOS ANGELES


Coca-Cola
CAMEL
JELL-O
Reader's Digest
Westinghouse
KRAFT
USS

[illegible] with a strong prosperity plank

[illegible] TV Guide

[illegible]

And they believe that with TV GUIDE in their corner, their prosperity plank is significantly sturdier.

Shouldn't TV Guide play a leading role in your campaign?

*For your copy of "TV GUIDE: A STUDY IN DEPTH," which details this important survey's findings, call your local TV GUIDE office or write TV GUIDE, National Advertising Department, Radnor, Pa.

TV GUIDE

Best-selling weekly magazine in America

This Week in Washington . . .

'Speed Mail' Climaxes Summerfield Era; Mechanized P.O. Still a Dream

By Stanley E. Cohen
Washington Editor

WASHINGTON, Nov. 3—The demonstration of speed mail here this week symbolizes the progress that has been made under Postmaster General Arthur Summerfield [illegible]

[illegible] this is a fantastic speed. But the Post Office handles 33 billion [illegible] first class letters a year. If any substantial percentage of this traffic were diverted to speed mail, the Post Office could not handle the load even at speeds of [illegible] per second [illegible] 86,400 per 24 hours [illegible]

[illegible]

● Mr. Summerfield acknowledges that additional experience with the equipment will be necessary before a service of this kind can be offered to the public. At least $3,000,000 has already been invested in the developmental work by the Post Office and by the chain of industrial organizations headed by International Telephone & Telegraph which have participated in the experiment.

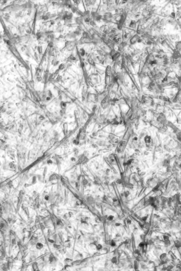
The present equipment handles one letter a second. Compared with ordinary facsimile or telegraph [illegible]

● [illegible] the machinery [illegible] mechanized Providence [illegible] are also available [illegible] centers elsewhere in the country. But this is still a period of rapid change in the evolution of mail handling equipment. Even the equipment so proudly exhibited in Providence has already been superseded by newer developments of considerably greater capacity and promise.

With so much still to come in the way of effective mail processing equipment, Mr. Summerfield has not dared to "freeze" the Post Of-

[illegible] Postmaster General [illegible]

[illegible]



Bruce M. Dodge

[illegible] Dodge was a vp of Weiss & Geller in charge of radio-tv. He also has been with Kenyon & Eckhardt and the old [illegible] Co.

North also has named Herbert H. Strauss radio-tv production manager in New York. Formerly with Ben Sackheim Inc. as commercial production director of program development, Mr. Strauss also has credits as a performer and composer.

Anti-Kennedy TV Cartoon Rhubarb: KPIX Rejects All 3; KRON-TV Uses 1

(Continued from Page 1)

weight this subject to this qualification by the viewer.

"The net result," Mr. Lasky declared, "is a potential misleading of the public. Accordingly, it was concluded that it would not be in the public interest to broadcast them."

● Harold P. See, general manager of KRON-TV, told AA that "we [illegible] and are running just one of the series [illegible]

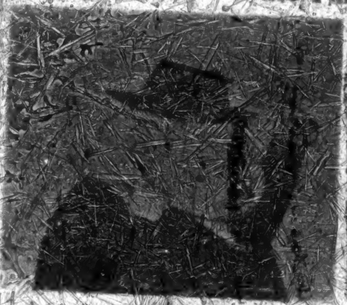
[illegible] basis of KRON-TV continuity standards, but as a matter of our conviction that they were not in keeping with the dignity of a Presidential campaign or of either candidate."

● James Dorais of Whitaker & Baxter told ADVERTISING AGE: "These one-minute spots were conceived in the spirit of editorial cartoons which for a century and more have been a familiar part of the American political scene, particularly in Presidential campaigns. Although the cartoon technique has long been employed in [illegible] were a first for television.

"The spots are running on all the television stations in the Northern California area, with the exception of one station which felt the animated cartoon technique, although acceptable for selling commercial products, was not [illegible] for the dissemination of [illegible] because of possible [illegible] some viewers might have [illegible] the presentation," Mr. Dorais said.

"Our own feeling is that [illegible]

Here Are Two of the Three Controversial TV Ads



Audio

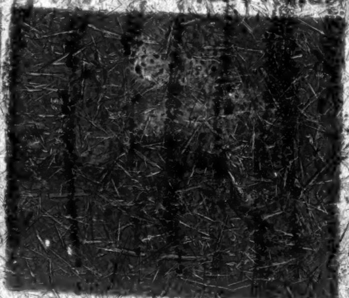
[illegible]

M.C.: Well, as Harry Truman used to say, if you can't stand the heat, get out of the kitchen.

One thing we can count on, Vice-President Richard Nixon and Ambassador Lodge, too, have shown time and again that they can take the heat.

Let's elect a man for a man's job.

Let's vote for California's Richard Nixon for President.



Audio

Master of Ceremonies: [illegible] for President.

Mr. Beatnik: Well, man, [illegible]

Cool man, it's the craziest!

M.C.: But don't you realize that all those New Frontier promises would just cost you and everybody else a lot more money in withholding tax?

Mr. Beatnik: Withholding tax? Why man, you have to work to pay withholding tax, and only squares work!

M.C.: Well, fellow squares, I guess that means we've had it if Mr. Beatnik's candidate makes the grade.

But—we don't have to be beatniks.

Let's elect a man who wants to protect our paychecks from needless government spending.

Let's vote for California's Richard Nixon for President!

Tuttle Accounts to Walsh

George J. Walsh & Co., New York, has acquired all the accounts handled by Marguerite Tuttle Inc., New York. Walsh has specialized exclusively in camp and school accounts for the past 35 years. Miss Tuttle has joined the Walsh agency as supervisor for the accounts. The school and camp advertising department of the Walsh agency will now service approximately 150 accounts in the U.S. and Europe.

Reed Joins Revell

Dolly Reed has been named advertising manager of Revell Inc., Venice, Cal., hobby kit manufacturer. She formerly operated her own marketing consultant office, Wageman Associates.

Miller Leaves Mathes

L. E. (Dusty) Miller, a director and vp of J. M. Mathes Inc., New York, has resigned. He joined the agency in September, 1959, from Lennen & Newell, where he was senior vp.

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and stenographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

It's Tougher to Launch Products, Seminar Is Told

(Continued from Page 1)

he has outlined new commercial opportunities stemming from space technology. Lt. Gen. Gavin, former chief of Army research and development, called the indirect applications of space technology more important than the direct.

"There are people walking the streets today whose heartbeats, voices and blood vessels will be the results of findings made in the various space programs," he declared. On the industrial front, such things as solar batteries and the ability to [illegible] molten metals hundreds of [illegible] converting them into [illegible] are directly attributable to space programs, he said.

Mr. Hartenbower, who is vp and general manager of the KCMO broadcasting division of Meredith Broadcasting Co., commented that broadcast advertising has been subject to deep analysis in 1960, "and I would be less than frank if I were to predict that this unpleasantness will all blow away in the next year. The signs are too clear, the pattern is evident."

■ He predicted that most broadcasters, in the months ahead, will subject new product advertising "to an extra long, hard look" in the four areas mentioned earlier. "Razz-ma-tazz is okay, but hocus-pocus is out," he declared.

More and more of the code review board's requests for changes will take place before the commercials go on the air, Mr. Hartenbower said. "We have learned from experience that it is easier to edit beforehand than to produce a $20,000 commercial that offends the public, or, as someone has put it, to put the thing into the icebox before it begins to smell up the joint."

■ Thomas S. Harrison, new product manager of Lehn & Fink Products Corp., said a manufacturer must take three important steps if he would keep the cost of the new product operation down:

1. He should [illegible]
2. [illegible]
3. He must have a [illegible] test market operation.

On the [illegible] listed eight factors [illegible] many new products [illegible]. Among them: [illegible] merchandising, [illegible] adequate [illegible] sales set up [illegible] actual store audits [illegible] meaningless and [illegible] market criteria.

■ Another speaker at the new product panel, Henry [illegible] Kahn, said, "One of the most [illegible] mistakes is not to have discussion [illegible] at least two weeks before advertising starts."

Mr. Kahn, chairman of the [illegible] of Kastor, Hilton, [illegible] were [illegible] every effort [illegible] Saturday [illegible].

"Some advertisers feel that advertising before [illegible] distribution is achieved is advisable [illegible] develops [illegible] the item. My advice is not to do it. [illegible] you are [illegible] advertising that is ineffective, and you are increasing your test marketing costs."

He also urged manufacturers to be sure the product performs as advertised, before their copy becomes [illegible] test marketing, because [illegible] market conditions [illegible] and not to make [illegible] expensive [illegible].

■ [illegible] chairman of the board of [illegible] said [illegible] public relations [illegible] they're not [illegible] advertising committees [illegible] manufacturers have had [illegible].

[illegible] a salesman [illegible] with hundreds of [illegible] and thousands of [illegible] are necessary.

■ A food specialist, Mr. McMahon pointed out, "The food business isn't national; it's only the advertising that's national." Regional and local factors are therefore of prime importance to supermarkets in evaluating possible new entries, he said. ■

gift—American Garden Inc., Upper Darby, Pa., is packaging its potted [illegible] and [illegible] plants in a special gift package. The carton is constructed by Container Corp. of America and the package was designed by Dixon & [illegible], Philadelphia agency.

Ford Reveals Long-Range Tes of Media Uses

(Continued from Page 1)

pends upon people not knowing they are being subjected to test situations.

It is understood, however, that one of the current tests concerning media effectiveness involves four sets of four markets each, with one of four media (tv, radio, newspapers and outdoor) being blacked out in each set for a time. Money spent in the blacked-out medium is reportedly diverted to other media during the test period.

Mr. Brown told Advertising Age that the various tests began about two years ago, but that at no time does the testing involve more than a very small part of the total divisional ad budget.

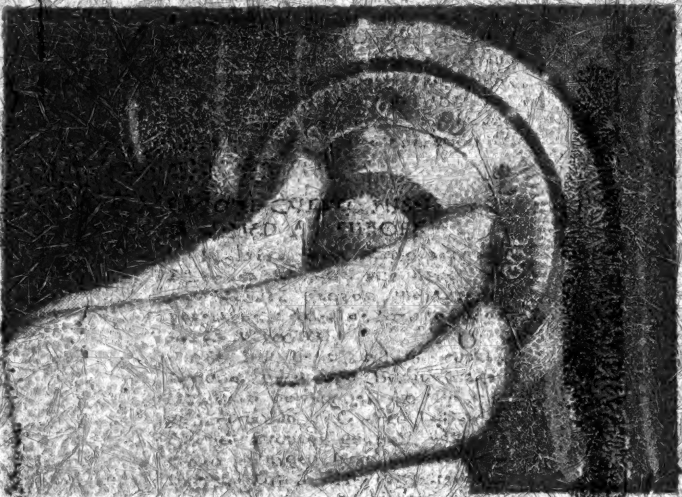
■ "The basic [illegible]," he said, [illegible]

"We expect [illegible]," Mr. Brown [illegible].

Mr. Brown [illegible] J. Walter Thompson Co. [illegible] media, research and [illegible] are either unaware of the tests or [illegible] amount of advertising.

■ "Because the impact of an advertising medium is directly affected by the particular copy approach used, we believe it will take a sustained research effort over a number of years before we can even begin to draw conclusions about relative media effectiveness for specific purposes," he said.

"However, it is important to begin the accumulation of carefully recorded data under research conditions at some point in time if the necessary backlog of data is ever to be obtained." ■



MO
TENN
ARK
MISS

Q What's the combination that unlocks the rich Mid-South market?

A The Memphis Newspaper combination of The Commercial Appeal & Press-Scimitar!

Top coverage yields top markets, and the Memphis trade area ranks among the top 15 markets in the Nation population-wise.

Check this through the Memphis Newspaper combination you are tapping a market containing more than 2,500,000 people with an annual Consumer Spendable Income of $2,917,353,000!

Double-check this, be sure Memphis Newspapers are on your media list.

Write For All The Memphis Facts

TOTAL Memphis Market over 2,500,000 population

The Dominant Dailies in the Mid-South

THE COMMERCIAL APPEAL
MEMPHIS PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

YOU ARE INVITED BY

MEN'S WEAR MAGAZINE

TO SEE HOW

PURITAN MANUFACTURING CO.

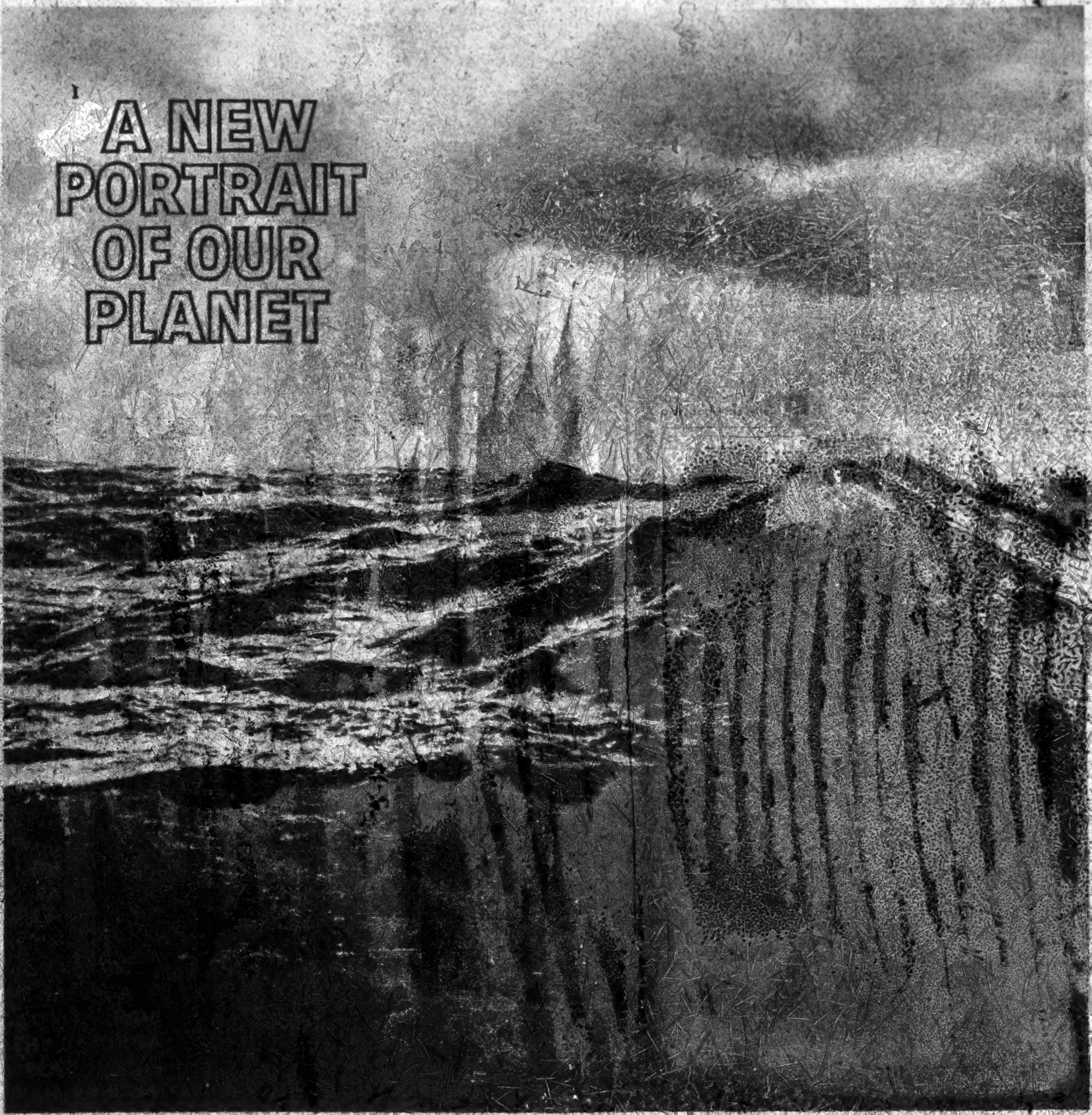
SELLS THE MEN'S WEAR RETAILER THROUGH

A 28 PAGE ADVERTISING SECTION*

IN THE OCTOBER 21ST ISSUE

*PREPARED BY WESLEY ASSOCIATES

A NEW PORTRAIT OF OUR PLANET



LIFE photo by [illegible]

Beginning in this week's issue of LIFE—a major new science series on what the IGY taught us.

Three quarters of the earth's surface lies beneath oceans and ice. And until recently, man knew almost nothing about this hidden region and little more about the sun and atmosphere.

Then 30,000 scientists from 66 nations of the world joined in the International Geophysical Year. In 18 months, they vastly enlarged man's knowledge about his physical world.

LIFE's science staff sifted through mountains of data—interviewed scientists—reduced their complex findings to laymen terms—and now presents "New Portrait Of Our Planet." This series is filled with brilliant paintings, charts, fold-out maps. It uses 55-color pages in all, 19 in the first installment, to present visually such dramatic speculations as:

What the great ocean floors would look like if all the water were drained off.

Why the state of California may slowly be splitting away from the U.S.

Why another Ice Age may be on its way.

How Hawaii rises and falls as much as four inches in a single day.

Only LIFE has been able to take the IGY findings and make this great, unique achievement of mankind entertaining, exciting, and understandable for millions of interested readers.

It is a series sure to take its place besides such memorable LIFE achievements as "The World We Live In," "The World's Great Religions," "The Wonders of Life on Earth."

To advertisers, this newest series is another demonstration of why every issue of LIFE attracts and holds a quality market of 18,950,000 households.

Campaign in LIFE and your product will get the votes.

LIFE

KRON is TV in SF

San Franciscans are sold on KRON-TV

15% MORE NON-NETWORK ACCOUNTS USE KRON/TV THAN NUMBER TWO S. F. TV STATION

BAR, Sept., 1960

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •